

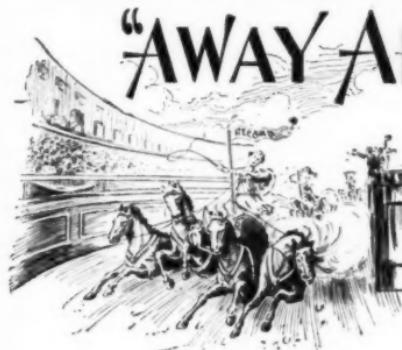


# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVIII. NEW YORK, JULY 12, 1899. NO. 2.



In circulation,  
and the largest  
advertising pa-  
tronage is con-  
sequent.

The ...  
Philadelphia

## RECORD

During June, 1899, averaged 185,780 copies every day, and 143,351 copies every Sunday. Advertising rate is comparatively the lowest, too, 25 cents per line daily; 20 cents per line Sunday.

The Largest  
Circulation in  
Pennsylvania  
Pays the Best.

The Record  
Publishing Co.  
Philadelphia.

PROF. H. P. LORRMAN, M.D.  
Disease Detective, Lecturer and Physician  
1704 North 20th Street,



Publs., "Record,"  
Phila., Pa.  
Gentlemen:-

Please lay aside my 2 inch advertisement  
and insert the large, or 6 inch adv., on Sunday,  
or every Sunday instead. Probably I will let you  
insert large advertisement on Wednesdays and Sundays  
during next month.

Would not give up my advertisement in "The  
Record" for one time, even, for all the other  
dailies put together.

Reapt. yours,

*Prof. H. P. Lorraman, M.D.*

# What you spend in experimenting

we can put into immediately profitable investment.

Experience has a tangible and uniform value. We speak whereof we know from ACTUAL purchase.

When you buy a thing you know what it costs. We know where the best value in Street Car advertising lies. This experience is at the service of our customers.

We control the most profitable Street Car advertising space in the country and the province of Ontario, Canada. This fact is based upon our personal knowledge.

What "ought to be," and "really is," are decidedly different. We sell actual conditions.

A postal card brings us with details.

## The Mulford & Petry Company

WESTERN OFFICE:  
99 WOODWARD AVENUE,  
DETROIT.



EASTERN OFFICE:  
220 BROADWAY,  
NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

VOL. XXVIII.

NEW YORK, JULY 12, 1893.

No. 2.

## THE DEMONSTRATOR.

By Frank A. Heywood.

The observant man who does the family shopping can not fail to be impressed by the number of demonstrators who are introducing novelties this summer to the patrons of the great stores. The demonstrator is always a good-looking young woman, with well-developed oratorical powers. She may represent an article of wearing apparel, or something eatable or drinkable, or perhaps a face powder, but she always possesses the above attri-

happy faculty of being all things to all men, and, like Cæsar's wife, is above suspicion.

The demonstrator is usually employed by a manufacturer. She generally stays a week in a store, having a location where she may draw the attention of every customer. If her specialty is any of the foods, she gives away unlimited free samples. If her specialty is not of an eatable character, the sales depend largely on the young lady's pretty face and long tongue. After remaining a week in a store and



butes. If you find a woman over thirty-five "demonstrating" you may rest assured that she has got to the gas-range period and her talks and examples are for ladies only.

The typical demonstrator has a round face, a firmly cut mouth, good teeth, and a tongue varying from twelve inches to half a mile in length. She possesses good sense, self-control, good judgment of human nature and a cheerful disposition. She dresses well, speaks in a voice which contains the gurgle of a meadow brook, has the

getting a commission on every sale made during her stay she leaves a stock of the wares which she has advertised and created a demand for, and goes on to some other store. It is said that there are over ten thousand demonstrators in this country. The question arises, where do all these young and pretty women come from, and how did they happen to select such a profession? In answer, a Philadelphia employer of these trade engineers says:

"The demonstrator is one of the vast army of American women who is

compelled to earn her own living. It has been customary for women of self-possession and education to go upon the stage if they were good looking enough; otherwise they have joined the great corps of typewriters, clerks or dressmakers. The demonstrator is a woman who has too much brains or too many responsibilities to fritter her time away on underpaid work, and naturally turns to lines where her income is limited only by her own ambition and where she does not come into competition with members of the opposite sex."

If you ask any manufacturer why women demonstrators need have no fear of male competitors, he will tell you that they draw better. They know that a pretty girl draws custom, and in fact is a salesman who can not be turned down.

Sometimes the demonstrator comes from the ranks of saleswomen. These are valuable from the start, as they are educated in the merits of their goods and, what is of more value, they are accustomed to meeting people. Sometimes they are recommended by a friend already in the business; sometimes there is a dead father's friend who is willing to give her a chance. If a woman is good looking, well educated, self-possessed and bright she will have but little difficulty in getting a chance to show her hand at demonstrating. After a careful instruction in her duties, which may take a day or maybe two weeks, the girl finds herself in a store in closer contact with customers than she has ever been before, for she is there to introduce goods, not to wait for people to ask for them.

It is better for a demonstrator to make her introductory bow in a strange city, so that the customers will be strange to her. Even then she feels that every one is looking at her and making remarks about her appearance or apparel. There is quite a knack of knowing how to get over "stage-fright." The retiring, home-sick sort of a girl will be a dead failure as a demonstrator.

The demonstrator's attitude toward the customers of the store in which she is located requires little study. She is expected to please customers, and need not expect anything in the way of conversation from men, as she is supposed to do all the talking. As far as men's attitude towards the

demonstrator is concerned the hypnotic influence which enables her to sell nipples and diaper pins to bachelors protects her from all insult. Then, too, her position is too public to afford opportunities for ebullitions of freshness.

Perhaps the great secret of success with the demonstrator is her ability to judge the dead-easy ones, and the principal thing is to paralyze them with an introduction which will insure an immediate sale.

"Please try a piece of this cake," was the salutation with which a bachelor advertising agent was addressed by a Philadelphia grocery demonstrator a short time ago.

The cake slid obediently through the agent's face.

"It is made with the Ecclesiastical Elephantine Egg Food, and I know your wife will be pleased if you take her one of these twenty-five cent boxes," continued the demonstrator.

The agent, recognizing a master mind, meekly acquiesced, and the egg food now decorates a shelf in his third-story back.

It is quite an art for the demonstrator to know how much to talk and what to say. Many of them have the advantage of being able to "fill a long-felt want." But it is an art to know just who wants it. With some men, and women too, it is useless to enter into conversation, and it's a wise demonstrator who recognizes her own Waterloo before the battle. An experienced girl can tell from a man or woman's appearance about what they will stand in the way of conversation.

It is a great point with a good demonstrator never to let her talk with one customer interfere with her giving immediate attention to a new comer and never to betray the slightest preference for any one.

#### GOOD!

"On every trolley car that runs from the Astoria ferry, opposite Ninety-second street," says the New York *Commercial Advertiser*, "there is a poster, in flaring colors, showing the right way and the wrong way of alighting therefrom. On one side of the poster is a spruce-looking damsel in the act of stepping easily to the ground, with her face toward the motorman. At the other is a stout dame in the act of turning a somersault on the pavement, with her packages of kitchenware and baskets of vegetables flying in all directions. The lettering accompanying the pictures reads simply: 'How to Get Off and How Not to Get Off a Trolley Car.' At the first glance it looks like an advertisement, but close study shows it to be nothing but a free gift of advice on the part of the transportation company."

**RAYMOND & WHITCOMB.**

HOW THE FAMOUS FIRM OF "PERSONAL CONDUCTORS" MANAGE THEIR ADVERTISING.

It was in the year of our Centennial Exposition, 1876, that the firm of Raymond & Whitcomb was founded in Boston. The time and place were especially ripe for the enterprise.

The New York branch of the concern has recently been removed to 25 Union Square. There the Little Schoolmaster's representative found Mr. Whitcomb, disposed to impart the tale of the development of his organization. Said he: "My father and Mr. Raymond began in a very small way. But even in that first year we controlled much of the traveling done between New England and Philadelphia.

"The first great success we scored was in 1882. At that time the trip between the East and California was still a formidable journey, involving any number of annoyances and discomforts. We operated the first really through train, and made it possible to reach San Francisco without setting foot to ground, with through sleepers and through dining cars. The journey occupied seven days, but the trip was one of such comfort and luxury that it was a revelation. Nobody can estimate what an impetus it gave to traveling. At present we have six trains of our own in service weekly between these points. The time now required is but four days and a half. The sleepers, dining and parlor cars are our own, built on our plans. We cater to the best of the traveling world, keep far from the beaten track, and, since our trains are 'hotels on wheels,' are enabled to show the entire world to greater advantage than others. We issue tickets all around the world, and do an enormous foreign banking business."

"Have you been advertisers long?"

"Yes, from the very outset, in a small way."

"Employing what media?"

"Mostly in the daily papers, but also circularizing. We used to send out thousands upon thousands of circulars to lists culled from such sources as elite directories. But the story of our development possesses little of unusual interest. We increased our expenditure only slightly from year to year, feeling our way. We have improved our system in the same way."

"Is everything done from these offices?"

"Oh, no. The home office, Boston, is the main office. But in addition to this, we have offices in Philadelphia and Chicago, as well as here. Then we have any number of foreign agencies. We have a very close and complicated traffic agreement with the Campagnie Internationales des Wagons-Lits—an influential European corporation, and their offices are practically ours. Our four American offices each do independent advertising."

"I presume the general advertising issues from Boston?"

"No. The greatest single outlay is made from this office. I would not care to tell you the total of our advertising expenditure, but from this office

**HOLY LAND**

A small and select party will leave New York, January 14th, for a tour of Egypt, Palestine and Syria, with visits to Smyrna, Ephesus, Constantinople, Greece, etc., and including Jordan, Jordan, and central Europe. This is not a hurried trip touching only some of the chief points of interest, but a comprehensive tour with opportunities for observation and study. Circular on application.

**Raymond & Whitcomb****Tours and Tickets**

31 EAST 14th Street, Union Square, West, New York.  
296 Washington St., Boston, Mass.  
1005 Chestnut St., Philadelphia, Pa.

we now disburse about \$25,000 annually. If we catered to the whole traveling public that amount would be small, but we restrict ourselves to media that appeal only to the best people. Ten years ago, when we opened this branch, we expended nothing locally. Year by year the outlay has grown."

"And how is this expended?"

"Either in printed matter of our own or advertisements. Here are our publications of last year."

And Mr. Whitcomb held up a string on which were gathered about forty booklets of various sizes and thicknesses—mostly dainty brochures, elaborately illustrated.

"This represents over forty tons of matter sent out, and we never publish an edition of less than 50,000."

"How do you distribute these?"

"They are all sent by United States mail to our own list. This list embraces no less than ten thousand first-class names, our selected accumulation of ten years. Of course, death and other causes cut the list down, but we gather new names more rapidly and in greater numbers than we lose old ones."

"Do you follow up inquirers?"

"Indeed we do, and we are sure very effectively though courteously. At a stated period after the original inquiry has been answered, we send another letter giving more information. If no reply follows, another letter is sent in due course. If this elicits no reply, in a few weeks a third letter is sent, which never fails to bring a reply. And at intervals throughout this period, we have been sending literature. The upshot of the whole matter is, that either we have made an immediate or prospective customer, or that some other agency has, for the number of idle inquirers is small."

"What other media do you employ?"

"Dailies, weeklies, monthlies, theater programmes (limitedly), but no special publications nor car cards nor billboards."

"Would you care to mention some of your media to indicate their character?"

"*Harper's, Scribner's, The Century, Review of Reviews, Forum, North American Review, Outlook, Independent, Churchman, Evangelist, Observer, Current Literature, Literary Digest, Leslie's Popular Monthly and Weekly, Harper's Weekly, Pearson's, Cosmopolitan, Illustrated American, Life, Brooklyn Life, Harlem Life, Truth, Town Topics, Vogue, Brooklyn Eagle, Brooklyn Times, Herald, Sun, Times, Tribune, Evening Post, Mail and Express.* These are not all, but they indicate the character of those used. We occasionally also take up quite a list of good country papers."

"Are you particular about position?"

"We generally exact the top of the right-hand column in magazines."

"Do you insert reading notices occasionally?"

"Not so much now as formerly. Matters pertaining to traveling have become news more and more, and therefore obtain insertion on their merits as news items. Besides we find that we can not get nearly such

direct results as we can from display. Another reason which strikes me as reflecting unfavorably upon them is the growing intelligence of the general public. Add to this the fact that booklets attractively advance the matter which they usually contained, and you will agree that they ought to be played out."

"Do you place direct, Mr. Whitcomb?"

"We place through Frank Presbrey." J. W. SCHWARTZ.

#### THE WATERMAN CONTEST.

The L. E. Waterman Company of New York, alleges that it paid Mr. J. A. Richards, of the same city one thousand dollars for the phrase reproduced below. The company proposes to use the phrase in this manner: It offers a \$5 fountain pen in connection with contests held by social organizations, lodges, societies and at church entertainments, to the person in each case



who comes nearest to guessing the answer to the question, "What were the reasons, as far as you can discover, why the L. E. Waterman Company consider the accompanying phrase worth \$1,000 in advertising their Waterman 'Ideal' fountain pen?" An elaborate system of blanks and rules has been prepared for this purpose. PRINTERS' INK thinks the scheme a pretty good one, well calculated to make the name of the Waterman pen more widely known.

#### THE HARDEST THING.

The hardest thing in advertising is to write a plain, common sense, every-day talk. It seems easy to write this kind of an ad but when one attempts to do it he soon learns how difficult it is.—*Shoe Trade Journal*.

You  
Can Not Reach  
Readers  
of

***The Sun***

Through  
Any Other  
Daily  
Publication

Address,  
**THE SUN, New York.**

**"BACKING" THE WINDOW.***By Clifton S. Wady.*

I have a suggestion to make to the dry goods merchant.

Put a lay figure in the window, upon which display the specials for the day or week current.

But indicate by dotted lines and

play window of your Main street store."

Get clear proofs from printer of the cut referred to, and paste a row of them entirely across the window in question. Passers-by are enabled to see prices and goods very quickly, and are likely to become interested from the manner in which this is accomplished.



written words the prices of such articles.

Exactly what I mean may be seen by glancing at accompanying cut. Reproduce your handwriting, as here.

Below, in your newspaper ad, explain your plan—that the original figure, full dressed in all the articles there enumerated, "may be seen in the dis-

If desired, individual exhibits may be made in groups about the figure—rolls of braid, pretty coils of ribbon, boxes of stockings, pairs of shoes, each with the price also. The entire display should, I think, make a good, strong piece of advertising when well carried out on these lines.

Somebody try it!

**AD AS SALESMAN.**

A manufacturer should not send out a little boy to represent him, but a man of commanding presence. Let the advertisement be of sufficient size. A tailor should not send out a representative dressed in ill-fitting garments of old style. Let the advertisement be set up in good form and use the latest ideas and designs. An advertisement does the work of a salesman. It enters the office when a salesman would be refused admittance. It remains in the

office or shop and is always ready for business. It appears before the buyer in unexpected moments. He can't lose it. It never gets discouraged, but keeps right on proclaiming the merits of the goods and seeking more orders.—*Davis.*

**CUTS VS. WORDS.**

Use cuts in your business stories. They tell the story to a customer more quickly and better than all your words.—*Furniture Worker*

# The Philadelphia Evening Bulletin

ESTABLISHED 1847.

## AN OMAHA EDITOR

**Gives His Opinion As To the Five Best Newspapers.**

(From the Omaha World-Herald.)

Nearly every newspaper office in the country has been flooded with letters from "Inquirer," who wants to know the names of the five best newspapers in the country. Many attempts have been made to satisfy "Inquirer's" desire for information, but the careful observer will note that in most instances the answers have been biased by the political views of the newspaper furnishing the reply. There are so many things in which a newspaper may excel that it is impossible to pick out five newspapers which excel in all things.

In the matter of the best possible presentation of all the news, briefly, concisely and attractively, the Chicago "Record," the New York "Sun," the St. Louis "Post-Dispatch," the Kansas City "Star" and the Philadelphia BULLETIN must be named among the leaders.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of May, 1899:

1.....	114,889	12.....	116,374	23.....	112,164
2.....	116,494	13.....	128,427	24.....	115,469
3.....	120,883	14.....	Sunday,	25.....	115,147
4.....	118,816	15.....	113,219	26.....	115,330
5.....	117,710	16.....	115,287	27.....	117,631
6.....	119,206	17.....	111,053	28.....	Sunday,
7.....	Sunday,	18.....	130,131	29.....	113,844
8.....	111,891	19.....	116,500	30.....	114,043
9.....	117,461	20.....	119,020	31.....	112,704
10.....	112,153	21.....	Sunday,		
11.....	115,770	22.....	117,028		*Holiday.

Total for 27 days, **3,272,280 copies.**

AVERAGE FOR MAY:

**115,692 copies per day.**

THE BULLETIN'S circulation figures do not include damaged or unsold copies.

Philadelphia, June 5, 1899. WILLIAM L. MCLEAN, Publisher.

# Philadelphia Bulletin.

## SCHMIDT, OPTICIAN.

HOW THROUGH AN ERROR HE BECAME  
A SUCCESSFUL ADVERTISER—READ-  
ING NOTICES—BELIEVES IN SMALL  
BUT PERSISTENT ADS—OTHER IN-  
TERESTING DETAILS.

The Schmidt Building, No. 11 East 42d Street, New York, is a substantial monument, attesting the business success of its proprietor, Mr. F. G. Schmidt, optician. The representative of PRINTERS' INK, with a keen instinct that an advertising story would be unfolded to him by its proprietor, stepped into the handsome store one warm day. He was surprised to find in Mr. Schmidt so young a man, and later on, a man so young in business life.

Mr. Schmidt is still under 35 years of age, and has been in trade less than ten years. Asked about his advertising, he said:

"I invented the Schmidt Clip for

## *Eye Glasses You'll Take*

both comfort and pride in. They'll fit you,  
they'll become you. Schmidt Clip won't  
slip—50 cents. Circular FREE.  
Cameras going fast—and no end of business  
in Photo Goods. Prices right.

**11 East 42d,** North Side of Street.  
Next Manhattan Hotel.  
Opticians' Prescriptions filled. Factory on premises.  
Quick repairing. OPEN EVENINGS. Phone 1958-58.

**F. G. Schmidt,**  
OPTICIAN, SCHMIDT BUILDING.

eyeglasses some years ago. I immediately decided to exploit it in a limited way in the papers. It was a good clip, but somehow I did not strike a winning gait with it until after I had bought some expensive experience. I attribute my advertising success to an error which occurred at about this time. Through a mistake in a newspaper composing-room, a cut of my clip appeared in an advertisement of Bloomingdale Brothers, announcing a bargain sale of eyeglasses, at 29 cents a pair. I immediately went up to Bloomingdale's to have a few rounds with the man who had "stolen" my cut. I was referred to Mr. M. J. Shaughnessy. We had no difficulty in reaching a satisfactory understanding. In fact, so mutually satisfactory was it, that before I left the store I had enrolled myself as the first cus-

tomer of the new advertising agency which Mr. Shaughnessy was just on the point of starting."

"Romantic! Gillam & Shaughnessy are still your agents, are they not?"

"Yes, I place entirely through them. At first, three years ago, my list was a small one, but I have been adding to it steadily, and I change copy every issue. My ads run 30 lines in length, single column, uniformly set in the same type. My scrap book already contains more than 500 of these announcements, all different. I run them three times a week in the *Evening World*, *Sun* (morning), *Mail and Express* and some other dailies."

"Do you resort to reading notices?"

"Never. I believe an advertisement signed with the merchant's name is always accepted as the official statement of a business. If he tells the truth, people will soon get to know and appreciate the fact. If he doesn't, these reading notices apparently published as news, will not make a reputation for him."

"Do you use circulars?"

"Yes; two or three little folders dwelling upon the value of eyesight and the importance of accuracy. I receive mail orders from all over the United States. It is not easy to fit a clip a thousand miles away, but we often do this successfully."

"I am told, Mr. Schmidt, that your advertisements have often been copied by dealers elsewhere."

"It is a fact. The Schmidt ads have received the flattery of frequent adoption by dealers in my line in many places throughout the country."

"And how much is your annual advertising outlay?"

"Never mind the amount of my appropriation—it isn't big enough to talk about."

"Where is your factory?"

"Right on the premises. When I began to advertise I had only a small store and one salesman. Now I believe that I can say without egotism, I have one of the handsomest optical stores in the country, 22x100 feet, and a well-equipped factory with steam power, and quite a staff of salesmen and workmen."

"As far as advertising is concerned, I maintain that persistency counts for more than large space. I would rather use a 30-line ad in the same paper four times than a 200-line ad one time."

J. W. SCHWARTZ.

# An Interesting Experiment at Des Moines.

The Shannon & Mott Co., Iowa's foremost millers, and intelligent and aggressive advertisers, recently made a test of the advertising value of the several daily papers of Des Moines. They placed an advertisement of their high-grade Falcon flour in each of the four dailies and in the German *Anzeiger* and Swedish *Svithiod*. Each advertisement contained a coupon, giving the name of the paper used. These coupons were good for small packages of whole wheat flour when presented by actual purchasers of sacks of Falcon flour. The only paper which had any advantage in the deal was the *Leader*, which, in addition to the coupon advertisement, contained a full page advertisement of Falcon flour, which would naturally swell the number of sales on the *Leader's* account. The coupons received showed the following sales on account of the several newspapers :

Newspapers.	Number of Sacks Sold.	Percentages of Whole.
<b>DAILY NEWS</b>	101	52.6
LEADER	45	23.4
REGISTER	22	11.4
CAPITAL	20	10.4
ANZEIGER	2	1.04
SVITHIOD	2	1.04
	<hr/>	<hr/>
	192	

Sold by DAILY NEWS.....	101
Sold by 5 other papers .....	91
NEWS majority over all.....	10
NEWS majority over 3 other dailies combined .....	14
NEWS majority over LEADER.....	56
NEWS majority over REGISTER.....	79
NEWS majority over CAPITAL.....	81

The percentages above recorded substantiate the claims of the *Daily News* that its paid city and suburban circulation is greater than that of the *Register*, *Capital* and *Leader* combined. There has not been any dispute as to the fact that the *Daily News* has more paid mail subscribers than its three competitors combined. Dr. W. O. Coffee, a high class oculist and aurist, reports that the *News* brings him more mail orders than all three of the other Des Moines dailies combined.

The experiment was entirely fair. The Falcon flour is sold in nearly every grocery in the city, and the coupons were made good at any grocer's.

**The DAILY NEWS proves the largest circulation, and demonstrates its superior quality by cash orders for high-grade goods. Keyed advertising invariably vindicates the superiority of the NEWS over all competitors. It is also worth noting that, although other Des Moines publishers swear to large circulations, not one of them has press facilities for printing over 10,000 paid circulation per day.**

## DETROIT ADVERTISING.

*By Virgil V. McNitt.*

There is no city in the Middle West that presents a better advertising field than Detroit. With a population of 300,000 progressive people, and situated as it is on the Detroit river, enjoying the benefits of the Great Lakes commerce, and having communication with a rich and prosperous interior by means of numerous railroads, it has every advantage to offer the general advertiser as well as the home merchant. This fact is fully appreciated by both classes, and Detroit advertising ranks well up with that of larger cities.

Detroit has four English dailies, each one a clean, newsy, reliable, attractive sheet. Yellow journalism is unknown and the papers are a credit to the city. There are also two German dailies of small circulation. Following is the list arranged according to circulation:

*Evening News.*  
*Free Press.*  
*Journal.*  
*Tribune.*  
*Abend Post.*  
*Volkssblatt.*

The *Evening News* is an eight-column quarto, with an excellent news service and a liberal advertising patronage. The classified ad columns are well filled and the paper has a prosperous appearance. It is independent in politics and has a circulation of a few less than 60,000.

The *Free Press* is a morning paper and is a seven-column quarto in size, regularly, with frequent editions of ten and twelve pages. It has probably the best news service of any of the Detroit papers and carries the greatest amount of advertising, both displayed and classified. It is gold-democratic in politics and has a circulation not far from 40,000 copies. A semi-weekly and a Sunday edition are also issued.

The *Journal* is an evening paper, eight columns quarto in size and caters to an intelligent class of readers. It is Republican in politics, and is the leading organ of the party in the State. It has a good advertising patronage, but the classified ads are much fewer than in the other papers. It has a circulation of about 35,000. The *Journal* also issues a semi-weekly edition.

The *Tribune* is published every morning from the same office as the

*Evening News* and is an eight-column quarto. It is silver-Republican in politics and carries a fair amount of advertising. The circulation is probably somewhere between 20,000 and 25,000. The *Tribune* has a weekly edition.

The *Abend Post* and *Volkssblatt* are both evening papers and have circulations of 7,800 and 5,000 respectively. Each has a Sunday edition and the latter issues a semi-weekly with a circulation of over 16,000.

All of the English dailies are two-cent papers, and their popularity may be judged by their respective circulations. The *Free Press* issues an excellent Sunday edition which sells at five cents, and the *News* and *Tribune* go in together on the *Sunday News-Tribune*, which sells at three cents. The *Journal* shows its enterprise by getting out a fine edition on Saturday nights.

The style and character of Detroit advertising may be compared to that of New York or Philadelphia, although of course it is not so good. This is accounted for by the fact that fewer well-paid experts are employed. The ads are of generous proportions generally, and in the Sunday editions whole pages are used by several firms. C. A. Shafer is the leader in Detroit advertising, and after him come W. H. Elliott, Hunter & Hunter, the Taylor-Woolfenden Co., C. F. Pennewell & Co., Pardridge & Walsh, Michell, Traver, Goldberg Bros., R. H. Fife & Co., and J. Sparling. Williams, Davis, Brooks & Hinchman Sons, druggists, carry one of the large "apartment house" style of drug ads in one or two of the papers. They buy a large space of the publishers and sell it in small chunks to the manufacturers of the proprietary articles which they handle, thus getting a large ad for themselves free.

Detroit has a number of trade and religious journals which are well patronized in an advertising way. The street car card system is also much used, and proves a profitable investment.

## STAGE THUNDER AND ADVERTISING.

An advertisement is most convincing when it seems to be simply a plain, straightforward, earnest statement of facts. The highest art is to give business announcements this appearance. If you can see the mechanism of the ad—the work of the admith—sticking out of every other sentence, it detracts from the realism of the ad. Stage thunder isn't convincing when you can see a man shaking a piece of zinc to make it.—*Shoe and Leather Facts*.

# The Evening Wisconsin.

DURING THE YEAR 1898

Had Contracts for Advertising With the Following  
National Advertisers:

Ayer & Co.	Hire's Root Beer
Apenta Water	Hunyadi Janos
Apollinaris Water	Ivory Soap
Anheuser-Busch Beer	Jenness Miller
Angostura Bitters	Kingsford's Starch
Baker's Cocoa	Ladies' Home Journal
Benson's Plasters	Lydia Leaham Co.
Battle Ax Plug	Lehigh Valley R.R.
Borden's Condensed Milk	Lea & Perrin's Sauce
Berlitz Schools	Liebig Extract of Beef
Buffalo Lithia Water	McClure's Magazine
Booth's Hyomei	Munyon's Remedies
Brown's Troches	Mumm's Extra Dry
Bromo Quinine	National Biscuit Co.
Beecham's Pills	Old Crow Whisky
Columbia Bicycles	Pyle's Pearlne
California Fig Syrup	Pyramid Drug Co.
Cuticura Remedies	Postum Cereal
Castoria	Paine's Celery Compound
Chamberlain Med. Co.	Parker's Hair Balsam
Carter's Pills	Peruna
Dr. Lyon's Tooth Powder	Piso Co.
Dr. R. V. Pierce	Pall Mall Electric Asso.
D. M. Ferry & Co.	Pond's Extract Co.
Duffy's Malt Whisky	Pink Pills
Dodd's Med. Co.	Price Baking Powder Co.
Dent's Toothache Gum	Ripans Tabules
Dr. Bull's Cough Syrup	Royal Baking Powder Co.
Ely's Cream Balm	Sapolio
Earl & Wilson	Scribner's Magazine
Erie Med. Co.	Scott's Emulsion
Frank Leslie Pub. House	Stuart's Tablets
Harper & Bros.	Sanden Electric Belt
Hood's Sarsaparilla	The Goodyear Co.
Humphrey Medicine Co.	Trix Co.
Hostetter & Co.	Thompson & Taylor Spice Co.
Holland Am. Line	Winslow's Soothing Syrup
Hamburg Am. Line	Warner's Safe Remedies
Herculean Oil Co.	Woodbury's Derm. Inst.
Horsford's Acid Phosphate	Youth's Companion

**HORACE M. FORD,**  
ROOMS 1206-7,  
**112 Dearborn Street,**  
Western Representative. **CHICAGO.**

**CHAS. H. EDDY,**  
10 Spruce Street,  
**NEW YORK.**  
Eastern Representative.

### MILLIONS FOR SIGNS.

The city of Greater New York can boast of over \$3,000,000 worth of signs, exclusive of letterings on office doors. In the business districts, bounded by the two rivers, the Battery and Twenty-third street, more than \$2,500,000 is invested in signs—gilt, bronze, silver-plated, wooden, tin and other sorts. Each month represents the addition of thousands of dollars' worth, and as signs are daily becoming more elaborate and correspondingly more expensive, the prospects are that within a few years the signs and billboards of the city will in the aggregate represent a vast outlay. The average person in the course of ten minutes' walk passes several thousand dollars' worth of signs. Some interesting estimates on the cost of signs were secured from one of the pioneer signmakers of the city lately.

He figured that there were over 3,000 physicians in Greater New York, each of whom had at least one sign the average cost of which could be placed at \$3, making \$9,000. Next came druggists, nearly 2,000 in number, whose stores are marked by larger and more elaborate signs, roughly estimated as averaging \$25 each, or about \$50,000. Then came grocers, butchers and stationery stores to the number of several thousands, all boasting of several feet of signboard, which, according to the authority, represented probably over \$100,000.

Thus accounting for the "little fellows," the breweries were taken up, and, basing the calculations upon a recent report made by the Brewers' Association, it was estimated that the breweries furnish over \$500,000 worth of signs to saloons each year. Of course these signs are not irretrievably lost every twelve months, but on the average, accounting for new saloons and those that go out of business each year, the estimate is considered moderate. One large sign-making firm, which does most of the brewery work, is known to spend more than \$60,000 per year for gold leaf alone, while the cost of labor and paint must easily triple that amount. The breweries, as is well known, go into the sign business heavier than any other line, and are responsible for the great advancement that has been made in recent years in sign advertising. One brewery in Harlem is reputed to spend over \$100,000 per year in glass and gold signs.

Next to the breweries, the dry goods

merchants are regarded the most liberal buyers of signs. One firm, the John B. Clafin Co., is reported to have as part of its assets nearly \$2,000 worth of signs, inside and out, while several of the large jobbing houses can boast of almost the same outlay. One large office building on lower Broadway has over \$1,000 worth of bronze, glass, silverplated and enamelled signs in the rotunda, and this building is a fair sample of fifty others.

The Wall street brokers, while they do not go in for large signs, are the best patrons of the signmaker when figured on the square inch basis. Every broker is ambitious to have a bronze or silver sign, or at least a brass sign. There are thousands of these in the Wall street district, and when it is stated that the ordinary bronze sign, 2x4 feet, costs on an average \$25, some idea of what these signs represent in money may be gained.

One of the best illustrations of the extent of the fortunes represented in signs on Manhattan alone, may be gained from the fact that the New York Telephone Co.'s signs, familiar to everybody as part of the outside equipment of nearly every drug store, are estimated to represent a cost of over \$12,000. Several of the most ambitious patent medicine firms and cigar manufacturers annually expend large fortunes in figure signs and ordinary display signs. O. J. Gude, a pioneer advertising signmaker, is the authority for the statement that on Broadway alone, from the Battery to Twenty-third street, over \$1,000,000 is represented in signs. Aside from this, touching the strictly advertising sign or billboard, Mr. Gude figured that the 5,000,000 square feet of wall signs in this city, together with the street car and elevated road and station cardboard signs, cost the advertisers over \$750,000 per year.

"People go in for expensive signs to-day," said Mr. Gude, "for the number on the front door does not answer the same purpose it did half a century ago. The business man must have just as elaborate a sign as the man next door has, and so it goes down the block and around the corner. An estimate of the value of signs in New York would certainly go far into the millions."—*New York Commercial*.

### TOO OFTEN FORGOTTEN.

In advertising, it is not how much you do, but how well you do it.—*The Advisor*.

The ..

# Nashville Banner

The only afternoon paper  
in the city and with a sworn  
circulation for the past twelve  
months of

15,000 Daily

Advertisers **MUST** use the BANNER to  
cover a field in which it is  
the representative paper, with  
a circulation exceeding the  
combined issues of *all* other  
dailies published in Middle  
Tennessee.

NEW YORK OFFICE,  
150 NASSAU STREET.  
S. S. VREELAND, MANAGER.

THE BANNER,  
NASHVILLE, TENN.  
E. M. FOSTER, MANAGER.

## THE ADAPTABILITY OF PAPER.

Every writer is to some extent a critic of paper. He knows the difference between the half-sized and sized, between the hard paper of business and the soft, thick paper of ceremony. He knows that papers are made for different purposes, and that pen and ink and style of writing must also be adapted to the paper and the purpose. When he undertakes to control the printing of a pamphlet or a book, his experience with writing papers does not serve.

He does not consider the mechanical adaptability of paper to types and illustrations when he proposes to put fine wood cuts in outline or half-tone engravings upon dry papers of rough surfaces. He is surprised when told that he is asking for a mechanical impossibility. "Why! I have prints of great delicacy from etchings and line engravings that have been printed on the roughest paper. The hair lines are not thickened, and the prospective and shading are admirably maintained."

By the copperplate process every line that appears black in the print is engraved or etched below the surface of the plate. This engraved line, which may be no deeper than that made by a light scratch of the needle, when filled with ink is transferred unthickened to the paper. To do this the rough paper must have been previously made damp and limp, so that its fibers, when strained under impression, will dip or sag in the channel made by the engraver. As the ink is closely confined to this channel, impression does not thicken the line, no matter how hard the impression may be. Impression is greatest on the surface of the plate; least on the engraved line.

In relief printing the printed line or type is the only part of the surface that receives impression. If this line is exposed, as it is in the pencil scrabble of a sketchy wood cut or in the construction lines of an architectural drawing, it will receive, unless a proper prevention has been taken, as much pressure as the dense types that may surround it. The types may need a pressure of twenty-five pounds to the square inch; the exposed lines may not need one pound to the square inch. If the impression on the engraved line is made as strong as it is on the types, the line will begin to thicken after a

dozen impressions. At the end of one thousand impressions it will be thick, muddy and practically worn out. To preserve the delicacy of exposed lines in an illustration, impression must be made unequal. The typographic process is obviously handicapped at the start, and this handicap is increased if a hand-made paper is selected.

A sheet of hand-made paper, or, indeed, any kind of rough-faced paper, when seen through a magnifying glass, shows a continuous series of elevations and depressions. The surface of a wood cut or process engraving is intended to be as smooth as a plate of polished metal. A sheet of rough-faced paper laid upon it or lightly impressed will touch it only at the top of each of these little elevations. The depressed surface of the paper will not touch the plate at all, and this is precisely the condition in which the paper meets the engraving when it has been coated with ink. If impression is adjusted so as to show delicacy of line, all the hair lines will be broken and crumbly; the middle lines will be mussy; the solid blacks will be gray and spotty. Strengthen the impression so that the lowest depressions in the paper shall meet the engraving, and you will find that the hair lines or delicate lines are three or four times as thick as was intended. All the fine work of the engraver has been spoiled.

Half-tone or process cuts are sometimes made by exposure to a screen or mesh of 150 or 200 lines to the square inch. A screen that contains 150 lines to the square inch necessarily has counters or intervals of white between them that are much less than 150 to the square inch, for these lines are not the geometrical lines that have extension and no width; they do have a positive width. It follows that the interval of white space between lines is much less—in many cases not more than one-five-hundredth part of an inch. The counter or the lowest depression in a fine half-tone plate is also about one-five-hundredth part of an inch below the surface. This is the average depth of the fine half-tone plate provided for fine book and magazine work. It can not be printed properly unless it meets an extremely smooth paper. It is not possible to print half-tones upon rough paper.

What is true of hand-made and imitation hand-made paper applies, but with diminished force, to ordinary book

papers, and even to many thin calendered book and writing papers. Let any one examine under an ordinary magnifying glass a sheet of the best ceremonial paper that has been hot pressed or rolled and calendered to the ultimate degree of compactness. Smooth as it may appear to sight and touch, it is full of minute little pits. It can be impressed on ordinary types and ordinary wood cuts, and show their fine lines with great sharpness and delicacy, but it will not show in print to best advantage all of the finest work of the photo-engraver.

To get an absolutely uniform surface, the paper after being made must be coated with a paste of white that fills up all the pits and is finally flattened by means of the calendering roller. It is only the well-made coated paper, with its hard, smooth, semi-metallic surface, that shows no pits below that surface. It is the only paper that perfectly meets at every point of its surface the equally flat surface of the photo-engraved plate. It is consequently the paper best adapted for the reproduction of the printing of photo-engravings and half-tone work, and this is the reason why it is so largely used, much as it may be disliked by the critical reader.

Fifty years ago the merit of the paper to the reader was largely in its smoothness and glossiness. That paper was best that shone like a polished mirror. It was the rarity and the high price of this polished paper that gave it its attractive qualities. When paper-makers discovered a way of putting a high polish on very plain paper at a cost of not more than 2 or 3 cents a pound, polished paper lost its attraction. We now go to the other extreme—the paper that is rough has a higher merit.—*Theo. L. De Vinne, in The Bookman, May, 1897.*

#### IN LONDON.

Out of the ordinary is an instrument used for window advertising purposes in London. It consists of a dial upon which are written a number of words in irregular order. They do not read straight along, but something like this: Walk, in, wear, hour, five, an, miles, ease, to, shoes, our. There is a hand which passes over the face of the dial, in the manner of a clock hand, which points to each word separately. The movement of this hand is slow and it enables one to follow its movements and to read the sentence: "To walk in ease five miles an hour, wear our shoes." It is not stated whether or not this instrument or clock is costly, but it is presumed that it is not. This one was about two feet square and there was room on the center of the dial for some further ads.—*Shoe and Leather Gazette.*

#### A NEW ADVERTISER'S EXPERIENCE.

*By J. W. Schwartz.*

On June 13th the representative of PRINTERS' INK called on the Coe Manufacturing Company, of 50 Warren Street, New York. This concern had been placing on the market ever since formation in May, 1894, a line of hardware specialties and bicycle sundries. The latter had been mainly exploited by advertising in bicycle trade journals and kindred publications.

On the 4th inst., or nine days previous, they had begun to advertise a toilet novelty called the Gem Nail Clipper. It had been patented some two years

#### GEM NAIL CLIPPER

Every person desiring shapely, handsome finger nails should have one. No lady's dressing-table complete without it.

Just the thing for cutting children's nails.



Trims the nails long, short, round, pointed; manicures, cleans, and files them. Excellent for trimming the toenails from high-grade tempered tool steel, nickel finish, accurately ground. Ask your dealer, or we will send by mail, postpaid, on receipt of 25 cents.

**COE MANUFACTURING CO.,**

50 D. Warren Street, New York.

ago, and no special attempt at exploiting it having been made, it had not been selling as freely as the Coe people believed its merits warranted.

So they selected five mediums, the *Literary Digest*, *Collier's Weekly*, *Woman's Home Companion*, *Ladies' World* and *Christian Herald*.

Only two of these advertisements had thus far appeared, the *Literary Digest*, published on the 4th inst., and *Collier's Weekly* on the 10th.

Yet it is interesting to note that the former had already yielded 24 actual sales and a dozen additional inquiries. *Collier's*, out less than three days, had already brought in 15 sales. "And," added Mr. Louis S. Coe, "our jobbing trade has already been indirectly much increased. Among the sales were one from San Francisco (just received this morning, showing that the reader must have mailed order very quickly after the publication appeared), one from Toronto, Can., one from Iowa, and a number from Pennsylvania."

This little experience simply goes to prove that given favorable conditions, a demand can be built up almost over night.

## IMPROVING AND ADAPTING.

The advertiser who can examine an advertising plan pursued by another advertiser and adapt or improve the vital idea so it will conform to the requirements of his particular line of business is not far from the kingdom. To originate an entirely new and never used or never thought of style, plan or method of advertising, is an impossibility to the majority of advertisers or advertising agents. The best that can be done is to take a hint here and there, and from these hints or points evolve a plan or method of procedure. The history of business reveals the fact that the men who achieve the largest measure of success are the ones who have the faculty or intuition to improve or adapt the ideas of the other fellow.—*Allan Beiknap.*

## THE SUNSHINE OF BUSINESS.

There is some cause for the skepticism of the semi-occasional advertiser as to the good results of advertising. He has spent money for the publication of business announcements, and has had at the most merely a spurt of appreciable returns therefrom, after which his trade again stagnated. For this reason he is prone to jump at the conclusion that advertising does not make business grow. Naturally, in his case it does not. If the sun should shine only about six times a year Nature's great scheme of development would be checked. It is that marvelous and never-ending regularity of the great orb of day which produces the comforts and luxuries of mankind. In like manner persistent advertising stimulates and renders profitable the tradesman's business.—*Philadelphia (Pa.) Record.*

## A GROWING CUSTOM.

The custom of using the advertising columns of the daily papers for the purpose of making announcements relative to the affairs of society is becoming more general and is being adopted by persons who once regarded this means of conveying personal information to their friends as rather too public. But the practical utility of these advertised announcements has overcome any adverse views as to their propriety. An interesting example of this growing custom is furnished by the announcement made by Mr. and Mrs. Richard Hoffman, of New York, among the marriage notices, that they regretted the illness of Dr. William K. Draper obliged them to recall the invitations for the wedding of their daughter, Helen Fidelia, at the Church of the Heavenly Rest, and that the wedding would take place in private at the residence of Dr. Draper.—*Kansas City (Kan.) Gazette.*

## ONE LITTLE DROP.

One little drop of rain does not produce much moisture; even two or three, or half a dozen, have little effect. But the constant, continual dripping of the rain-drop will thoroughly moisten the earth. Just so with advertising. One little skinny advertisement should not be expected to produce very material results in this age of the world, when so much advertising is being done; but persistently keeping at it, if you have something meritorious, scarcely ever fails. Others have, perhaps, been advertising something similar to yours, long before your advertisement appeared, and people may be using that with satisfaction. Do you expect one little announcement of yours is sufficient to make them change? But if your advertisement is placed before them time after time, they will conclude your article has merit, and may be induced to try it, to see if it might not suit them better than the one they are buying.—*Shoe and Leather Gazette.*

## FOR WINDOW CARDS.

Goods that fail to hit the public we sell at any price.

Don't pass our bargain window with your eyes shut.

Yes, purchases are "exchanged" as well as made right.

We sell goods cheap, but we don't sell cheap goods.

We make our reputation in having you make a profit.

You are not here to please us, but we are here to please you.

We profit if you are pleased, and we are pleased if you profit.

We like the instruction that is got from a customer's complaint.

We have no "remainders," and "remnants" go at your prices.

We are too busy running up ourselves to run down our rivals.

No advertisement has so loud a voice as giving a good bargain.

Buying is a serious matter—but we will not see you dissatisfied.

If the pattern you want is missing to-day, we can get it to-morrow.

Your experience with us is our "top of column" advertisement.

A small profit with public favor is better than a large one without it.

The high quality of our goods will convince the most exacting buyer.

## THE SENSE COUNTS.

It isn't always necessary that the grammar in an ad should be twenty-four carats fine. The sense is what counts. I have seen many a good ad—ads that brought business and big profits—that wouldn't stand criticism from the point of view of the grammarian.—*Chicago Appeal Gazette.*

Skin-Tortured Babies  
CRY FOR CUTICURA.

Instant relief and sleep, in a hot bath with CUTICURA SOAP and a single anointing with CUTICURA Ointment. A blessing to skin tortured infants and worn-out, worried parents.

Sold everywhere. SOAP, 25c.; OINTMENT, 5c. POTTER & CO. and C. CORN., Proprietary, Boston. Send for catalog, free.

ALTHOUGH THE ADVERTISEMENT DOES NOT SAY SO, THE LITTLE SCHOOLMASTER PRESUMES FROM ITS APPEARANCE THAT THIS IS A FILIPINO BABY. CERTAINLY THE CUTICURA PEOPLE COULD NOT HAVE PRESENTED A HOMELIER SPECIMEN THAN THIS.

## NOTES.

BEAMAN BROS. & CO., of Knoxville, Tenn., advertise a "Uwera Hat."

THE Wharf ad on page 93 of the June *Profitable Advertising* is worth studying as an example of a convincing announcement.

THE Consolidated Press Clipping Company, of the National Life Building, Chicago, issues an interesting booklet on "The Uses of Press Clippings."

ONE of the most original advertising mediums in this city is PRINTERS' INK, a little journal devoted to the requirements of the trade, which it meets in a manner both attractive and impressive.—*Book Notes*.

THE Mansfield (O.) *News* steals paragraphs from PRINTERS' INK without any credit whatsoever. Its entire installment of June 27th, under the heading "Of Interest to Advertisers," consists of PRINTERS' INK editorials.

In the July *Chautauquan*, Dr. Theo L. Flood, who retires from the editorship of the *Chautauquan* with that issue, contributes under the title of "Twenty Years an Editor," an interesting story of how the *Assembly Daily Herald* and *Chautauquan* were established.

PALMO TABLETS, a new specific for nervous debility, makes a novel drug store window display of the "before and after" type. They show two profiles of the same patient in wax, material which is plastic enough to bring out the worn and lean appearance of a man who is run down in health and who has a yellow and bilious complexion. This is the first profile. The other one, not a foot away, shows the same man, made well again. His cheeks are round and full, and his flesh has a healthy, ruddy tint.

A RECENT acquisition to the advertising men in New York is Chas. Hudson Boynton, who has joined forces with the Royal Baking Powder Company. Mr. Boynton is well prepared for the duties of his new position, for though he is only a bit over thirty years of age he has been a successful newspaper man for ten years, and for several years past has been the day manager of the Associated Press in Washington, in which city he served his newspaper apprenticeship, and made hosts of friends. He is a nephew of Gen. H. V. Boynton, U. S. A.

The "Newspaper Blue Book," issued by the Twentieth Century Press Clipping Bureau of Chicago, is a list of all newspapers from which the Bureau clips, and is asserted to be at the same time a list of the best newspapers in the United States. The bureau announces that, "while there are five or six newspapers which are pre-eminent in good qualities, after a critical analysis and comparison, it finally selected the Chicago *Record* as best illustrating the highest type of a newspaper, reaching this conclusion from a practical test of the actual number and value of articles that could be clipped from each paper in a given time."

## ♦♦♦

## THE VALUE OF AN INTRODUCTION.

A well-known business man in Chicago has this to say about advertising: "I must advertise if I would get results from the men on the road. Before I advertised, my travelers, on entering an office, would be told: 'We are not acquainted with your firm, and in many cases found they could not secure an order, which would be given to a competitor before their eyes. As soon as I began to advertise I had a different experience. My men found it was equivalent to a letter of introduction from a mutual friend. 'Oh, yes, we have noted your advertisement, and feel acquainted with your house.' In this influence alone our advertising pays, whether we get direct orders from it or not."—*Business*.

## THE POSTAL-CARD BROKER.

Walking along Broadway my attention was attracted to a man carrying a sign, informing the public that cash was paid "for uncanceled printed postal cards." Noting the address, I determined to ascertain more concerning what appeared to me a queer kind of business. Nothing in the appearance of the premises where this trade is carried on would indicate to an outsider that any unusual business was being transacted therein. The proprietor of the concern courteously consented to supply me with information concerning his business. He explained that firms are always changing their addresses, going out of business, and in other ways getting printed postal cards on their hands which, to them, are useless. These he purchases (at a considerable reduction off the face value, of course) and submits them to a chemical process whereby the ink is cleaned off without injuring the surface for printing purposes.

"Who buys the cards when they have been so treated?" I asked.

"Any firm which uses postal cards for advertising purposes will be willing to purchase from me, seeing that I can supply them with large quantities at a lower figure than the post-offices."

"What class of firms do you deal with mostly?"

"Publishing houses and wholesale dealers of all kinds. You see," he added, "I save people money in two ways. First, I purchase their cards, which to them would be valueless, and I sell them cards at a lower rate than they can obtain them elsewhere."

"How long has this business been started?" I inquired.

"About two years."

"Is it restricted to this city only?"

"Oh, no. I advertise in the daily papers, and receive cards through the mail."

"I suppose there is a pretty extensive business being done in this line?" I remarked.

"Well—it's getting played out now. You see when I first started I could purchase large quantities of cards which firms had been accumulating for years. Then there was plenty in it. Most of the large quantities have now been bought in, and I only get them in small quantities. There are not enough cards wasted every day to make it profitable to give one's whole time to this business. Since the first rush, which lasted about a year, I have worked the postal card business in connection with other work."—*Business*.

## ♦♦♦

## IN SOUTH AMERICA.

"An advertiser has to stick to the truth in South America," said the representative of a large shipping concern, "Some years ago a dealer in New Orleans sent an assorted lot of patent medicines to an American agent at Santiago, Chili. Among the stuff was a lot of toothache drops, which were warranted on the bottle to cure the worst case of toothache in ten minutes. Here nobody would take such an assertion seriously, but down there it is different. The first man who bought a bottle made an immediate application and then pulled out his watch. When ten minutes elapsed and the tooth calmly continued to ache he was furious, and at once had the agent arrested. The poor fellow was fined \$1,000 and sentenced to three months in jail. Through the efforts of the American consul the imprisonment was knocked off, but he had to pay the fine and it broke him up in business. That story is absolutely true, as can be testified to by a dozen people now in the city. It is sad to fancy the effect in commercial circles generally if such a law was enforced in the United States.—*New Orleans (La.) Times-Democrat*."

## ONE FIRM'S MILE POSTS.

Travelers in the suburbs of New York City, particularly in the outlying sections of Long Island, can not help but notice the excellent advertisement which is being used by the clothing firm of Browning, King & Co., in the shape of mile posts, which read: "Six miles from Browning, King & Co.'s," "Seven miles from Browning, King & Co.'s," etc., according to the distance from the Brooklyn branch store at Fulton street and De Kalb avenue. These mile posts are similar to the ones used on the Pennsylvania Railroad. They are made of wood, painted white, with bold, black lettering, and stand about four or five feet high. They are more particularly intended to be of service to bicyclists, who can easily tell their distance from town by means of these signs. And this also makes them of service to the advertisers, who are specialists in bicycle clothing. Browning, King & Co. utilize the mile-post idea in every neighborhood in which they have stores, and they are pretty well scattered through the country. It is almost impossible for a person to enter, otherwise than by rail, any of the cities in which Browning, King & Co. have stores without reading their advertisement several times. One of the best features of the idea is its durability, for the ad is one of the most permanent that could be conceived. All it needs is a fresh coat of paint every year or two.

JOHN S. GREV.

## NEGATIVE SIDE OF WANT ADS.

"The negative clause that figures in the larger proportion of want notices nowadays is interesting," said Mrs. Idlethought. "Not only but does the advertiser state what he wants, but he sets forth what he does not want, as if the being much put upon by unreasonable, incompetent and non-understanding persons had made him testy. A want notice inquiring for rooms for a family of so many adults, with the usual stipulations as to heat, baths, attendance and so on, will have the injunction, 'no climbing,' tacked on. An advertisement for operators on underwear, salesmen and the like invariably ends up with the curt warning, 'no inexperienced or incompetent help need apply.' A firm stating that four or five young men apprentices will be taken on to learn the foundry business stipulates, 'Positively no applicant not seriously in earnest and not intending to stay out the whole term will stand a chance.' A graduate advertising for a clerical place says pointedly, 'No agents nor agencies noticed,' and somebody seeking a confidential place says peremptorily, 'No triflers; no people unable to pay fair salary.' Any one scanning the want columns is impressed with the fact, that either there are twice too many applicants for each job or that a large number of people who follow their respective callings are square pegs fitted into round holes. 'Wanted a stenographer and typewriter; one able to get letters out without writing and rewriting them a dozen times,' is the text of one 'irritable' who turns to the public for assistance, and everywhere unto the note of exhortation, 'Lord deliver us from the people who don't know how or won't learn how! The dressmakers and tailors wind up their announcements with 'no misfits.' The vendor of shoe polish puts 'no cracking nor injury' on his little manifesto cards; and household utensils have 'no rusting' marked on them. That there is a great overplus of people and things in big urban communities was long ago demonstrated by the 'no flowers' added after the funeral notices, but only lately has this attitude of depreciation and protest spread to common-day and commercial announcements."—*New York Sun*.

## Classified Advertisements.

*Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

TELEGRAPH editor, experienced, is open for an engagement. "T. E." care Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

SUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. ADDRESS FARM AND TRADE, Nashville, Tenn.

I AM an editor, well qualified by experience to take charge or assist. Understand business end thoroughly. "PROGRESSIVE," Printers' Ink.

ADVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 763, Meriden, Conn.

WANTED—Case of bad health that R. I. P. A. N. S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

TRAVELING salesman, covering Southern territory, wanted to carry very profitable side line; small samples. Good man only need apply. Box 663, Columbus, O.

LEARN advertisement writing. Invaluable information for every business man. Send for particulars. WORLD PUBLICITY CLUB, 100 N. High St., Columbus, O.

HALF-TONES (quality guaranteed), one col., \$1;  $\frac{1}{2}$  doz. \$6. Two col., \$2;  $\frac{1}{2}$  doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

FOREMAN (ex-publisher), artistic printer; good writer; capable business manager; desires management of a live country paper; \$20 per week. "M.", Printers' Ink.

WANTED—A thoroughly competent man or woman to take charge of and develop our agency and mail order department. L. B. BAKKIT MFG. CO., Racine, Wis. (hardware specialties).

EXPERIENCED foreman on daily newspaper wishes to change location; 11 years in present position and recommendation from present employers. "FOREMAN," care Printers' Ink.

WHO wants an expert web pressman of New York City, experienced on all makes of presses? Can do nice clean work, can stereotype; will go anywhere. Afternoon paper preferred. "N. Y. C." care Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10, 1/2 Wisconsin newspapers—100,000 circulation weekly; other Western weekly paper same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

WANTED—Young man who can trim a clothing window, is a card marker and advertiser, for the largest clothing, hat and furnishing (retail) house (one price) in large Southern city not far from Baltimore, Washington and New York. To such a young man who is looking for a good thing we have a good position open. We want only a live, up-to-date hustler who means business and wants a steady position and good salary. We are large advertisers, issue two catalogues a year and do a large mail-order business. Give age, reference with whom you employed and next employer. State salary expected and all details. We want no triflers. Communications confidential. Address this way, GORDON, care of Printers' Ink.

## BUSINESS CHANCES.

E. P. HARRIS, 156 Nassau St., N. Y., sells publishing businesses only. Want to sell? Or buy?

## SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 13 Spruce St., New York. Special prices to cash buyers.

## PRINTERS.

If you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 40 W. 23d St., N. Y. City.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**II.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**FAIR** editions. We furnish covers and illustrations (stock, syndicate and special) to make them a success. Send for proofs. **HARPER ILLUSTRATING SYNDICATE**, Columbus, O.

**♦♦♦ NEWSPAPER INFORMATION.**

**FOR** latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued June 1, 1899. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

**♦♦♦ FOR SALE.**

**FOR SALE**—Ten R-11-P-A-N-S for 5 cents at drug-gists. One gives relief.

**FOR SALE**—A paying weekly in a Hudson river town. Cash customer preferred. Good reasons for selling. Address "TWO PAPERS," care Printers' Ink.

**PERFECTING** press, \$2,500. We have a Potter perfecting press, capacity 10,000 eight page newspapers per hour. First-class condition. Will sell for \$2,500. Address W. D. BOYCE CO., Boyce Bldg., Chicago.

**W**OODTYPE. A large assortment, consisting of 73 fonts, from 3 to 40 line, in good condition. The whole or in lots (entire fonts) will be disposed of cheap for cash. Send for sample sheet. **RICHARD K. FOX SHOW PRINTING HOUSE**, Franklin Square, N. Y.

**♦♦♦ MISCELLANEOUS.**

**S**END for sample of my new advertising folder. Good thing to inclose with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

**I**. X. L. Ink Reducer. Superior to anything on the market for reducing all kinds of ink. Prevents sticking and offset, adds gloss and ink goes further. Half-pint bottle \$1, charges prepaid. **DYNES & FLIGELSON**, Owatonna, Minn.

**MUSIC.**

**H**ULLIHEN'S autoharp method. Full instrns. 50 pes., 50c. **F. P. GLASER**, Springfield, S. D.

**BOOKS.**

**"ADVERTISING THAT Pays"** is the title of a little book that we have issued. It will interest every business man who wants good advertising service. Send for a copy. **SHAW ADVG. AGENCY**, Grand Rapids, Mich.

**NEWSPAPER BARGAINS.**

**A**RE you going to quit publishing a religious paper? Write me about taking up the unexpired subscription. **FRED MORELLE**, 23 Association Building, Cleveland, O.

**N** 34 States—including New England, New Jersey, Pennsylvania, New York, Iowa, Oregon, Washington, California and intermediate States. Dailies from \$6,000 to \$25,000. Weeklies for \$2,000 to \$10,000. For sale on reasonable terms.

Write for my special list, give ideas as to what you want, about how much cash you have to pay down.

**C. F. DAVID**, confidential broker in newspapers, Abington, Mass. 25 years' experience.

**♦♦♦ ADVERTISING NOVELTIES.**

**A**D NOVELTIES made by CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

**N**EW and original designs in leather novelties. Memorandum books, card cases, etc. Manufactured books of special forms. **WM. BRITSCH & CO.**, 14 S. 5th St., Philadelphia.

**A**DVERTISING novelties that are novelties. No trash. High-grade goods at low prices. Write for samples and catalogue. **THE WHITEHEAD & HOAG CO.**, Newark, N. J.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**S**END for sample of my new advertising folder. Good thing to inclose with your correspondence. Cheap and effective ad for any business; costs nothing to distribute. **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

**♦♦♦ ADVERTISING MEDIA.**

**T**ROY (Ohio) DAILY RECORD; circ. 1,000 homes, 1 disp. sc. inch; copy free.

**S**HOP TRADE JOURNAL, Chicago, goes every-where. Weekly. 16c. a line, ca-h.

**A**MERICAN HOMES, Knoxville, Tenn.; lyr. \$1, including 40-word ad. Disp. 1sc. ag. line.

**S**IXTY words, 3 times, 50 cents. Good circulation. **THE SOUTHLAND**, Harriman, Tenn.

**40 WORDS**, 5 times, 25 cent's. **ENTERPRISE**, Brockton, Mass. Circulation exceeds 6,000.

**A**DVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 2dth. Sample free.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. **COURIER PUBLISHING CO.**, Rochester, New Hampshire.

**F**ARM AND TRADE guarantees over 10,000 circulation for its July issue. Ads must reach office by July 10th to insure insertion. Rate \$1 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. **FARM AND TRADE**, Nashville, Tenn.

**A**BOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. HOWELL ADVERTISING AGENCY**, 10 Spruce St., New York.

**♦♦♦ ADVERTISEMENT CONSTRUCTORS.**

**J**ONES.

**J**ONES, 42 World Bldg., N. Y.

**M**OSES & HELM, 111 Nassau St., N. Y.

**W**HITE, C. V. WHITE, Burke Bldg., Seattle, Wash.

**P**ATENT medicine pullers. **ARTHUR E. SWETT**, 23 Hamilton Ave., Chicago.

**J**ULY bargain. Send \$2 and data for 4 ads. **CHAS. A. WOOLFOLK**, Louisville, Ky.

**85** FOR 6 ads that'll pay you more than you paid for 'em. **CARELL TRUEMAN**, Philada.

**W**RITE to **CHAS. F. JONES**, 42 World Bldg., N. Y., for free booklet explaining his work.

**A**LBERT H. SNYDER CARL P. JOHNSON, advertisers, Suite 1339, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

**T**HIS only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

**M**Y specialty is plain, terse English. If you are particular about the way in which your ad is worded, come to me. **MINNIE WOODLE**, 6 Wall St., N. Y. Telephone, 3001 Cort.

**J**OHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. **WM. JOHNSTON**, Manager of Printers' Ink Press, 10 Spruce St., N. Y. City

# Position

In advertising is hard to get these days.

You pay double for it in almost any medium you can name.

The nearest to position, without extra cost, is Street Car Space.

Here you are not one of a hundred or more—but

---

**GEO. KISSAM & CO.**

*Written by Chas. M. Snyder.*

# One of Sixteen or Twenty

Does not that reduce competition?

Any space is good space in a Street Car—IF you put the right stuff in there's no chance about the result—

It will be read.

Read at the right time, for the Street Car is the vehicle that brings the buyer to your shop door.

---

**253 BROADWAY, N.Y.**

**13 BRANCH OFFICES.**

---



Louisville is the best situated and mercia

It is near by three large commercial cities and the influences of trade which control Louisville have made Louisville a most important commercial center.

If it is because of this fact that the aiser will most effectually place Louis in his

The papers which will give bestice for

**LOUISVILLE** **COURIER-JOURNAL**, D  
**LOUISVILLE** **COURIER-JOURNAL**, S  
**LOUISVILLE** **COURIER-JOURNAL**, T

These three editions have the largest circulations, and of all other papers published in their sections, course.

The boundaries of the South have not in the Courier-Journal has achieved a national renown.

# THE LOUISVILLE TIS,

## THE S. C. BECKWISPE

SOLE AGENTS FOR DIVER

Tribune Building, NEW YORK.

# Famous Papers of a Famous Country.

## The Courier-Journal.

TODAY'S ISSUE—NO. 10,955

LOUISVILLE, SATURDAY MORNING, AUGUST 26, 1898—TWELVE PAGES

MORE THAN DOUBLE THE CIRCULATION  
OF ANY OTHER NEWSPAPER PUBLISHED  
IN THE UNITED STATES.

PRICE THREE CENTS

## The Courier-Journal.

TODAY'S ISSUE—NO. 10,955

LOUISVILLE, SUNDAY MORNING, AUGUST 26, 1898

SECTION 1 EIGHT PAGES

SUNDAY PRICE FIVE CENTS

## THE TWICE-A-WEEK COURIER-JOURNAL.

ONE DOLLAR A YEAR.

TODAY'S NUMBER 2,222

LOUISVILLE, SATURDAY MORNING, AUGUST 26, 1898.

Subscription Price for  
a Short Time.  
50c a Year.  
Use It as Many Times  
as You Like.

NEW SERIES—NO. 87.

## THE LOUISVILLE TIMES.

LAST EDITION.

LOUISVILLE, FRIDAY EVENING, AUGUST 26, 1898.

SPORTING SPECIAL.

PRICE TWO CENTS

andmercial center to the Middle South.

eritals of the United States—Chicago, St. Louis and Cincinnati, conLouisville before distribution to the other cities of the South ortammercial center.

ne aiser who wishes to cultivate the Southern market quickest uisim his list—FIRST.

bestice for the money expended are the

**oul, Daily, - - - - 25,000**

**oul, Sunday, - - - - 32,000**

**oul, Twice a week, 75,000**  
EACH PART.

est cions, and their influence is far in advance ction country.

not in their influence or standing, for the al rep.

**TIS, DAILY AVERAGE,  
COVERING 1898, 33,405**

WISPECIAL AGENCY,

TS ADVERTISING,

The Rookery, CHICAGO.

"'Twas in the Newspaper and all the world now knows it."  
"I awoke one morning and found myself famous."



W. N. HALDEMAN, President.  
HENRY WATTERSON, Editor.

## A JOURNAL FOR ADVERTISERS.

**Issued every Wednesday.** Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**Being printed from plates,** it is always possible to issue a new edition of five hundred copies for less than a year's subscription rate.

**Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.**

**If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name.** Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and  
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, JULY 12, 1899.

THE best kind of originality in advertising is the capacity to improve on the ideas of some one else.

EVEN the San Juan (Puerto Rico) *News* has caught the advertising passion, and is publishing paragraphs and articles on the subject.

PERHAPS the worst fault of the neophyte adwriter is the struggle for originality at the expense of good judgment and common sense.

NEWSPAPERS do not increase the estimation in which newspaper space is held by belittling the undoubtedly worth of other forms of advertising, all of which are valuable "at a price."

ACCORDING to lists published by Boyd's City Dispatch, there are 2,012 large advertisers in Greater New York, about one-third of all the large advertisers in the country, according to the same lists.

THE newest PRINTERS' INK baby is called *Advertising Success*, and is published monthly by Geo. H. Powell, 62 Liberty street, New York, at ten cents a number and one dollar a year. It is a bright-looking youngster, dressed in clean type and excellent paper.

THE printing office is a first-rate primary school for the advertisement writer, because certainly three-fifths and probably seven-eighths of all the printing that is done is either for advertising purposes, or is directly connected with advertising.

THE advertisement that was ineffective because it was too clear and too easily understood has not yet been produced.

IT seems to be a fact that if a certain statement is made often enough many will believe it, although unsupported by any argument. "Smith's Pills cure dyspepsia," if repeated frequently, will convince a large number who would probably have some doubt about it if an effort were made to prove it to them.

THEORETICALLY, advertising space ought to be sold at so much per thousand circulation, in the same manner as sugar is sold at so much per pound; but the analogy is not a perfect one, because, while the sugar is alike wherever you buy it, no two circulations are ever of exactly equal value to any person, nor is the same circulation of identical worth to two different persons.

WHEN a person buys meat for his family, he is interested in seeing that it is of the best quality, but at the same time he does not forego his right to get sixteen ounces to the pound. When an advertiser buys advertising space, the quality is important enough, but the quantity is equally if not more so. In an ideal condition the advertiser would be supplied with information on both heads, instead of being compelled to grope in the dark, as he must so often do at present, in regard to the quantity he is purchasing.

THE term "appropriation" is used to indicate the amount of money the advertiser sets aside for the purchase of space. This sum may be set aside every year, every six months, or any other time that suits the spender's convenience. In most cases it is elastic, the advertiser resolving about what he will spend during a specified period, and then keeping as near to this sum as he conveniently can. Some advertisers map out at the beginning of the year just what they are going to do, and set aside an appropriation to accomplish the purchase of the space that has been decided on, and nothing else; but the general consensus of opinion appears to be that this is a poor plan, since it precludes the possibility of taking advantage of "bargains" in space or other advantageous conditions that may thereafter arise.

THE basis of the advertising rate is the amount of circulation. Where this can not be ascertained by the advertiser, he is unable to discover whether or not he is paying a rate that he can afford.

THE June 15th issue of *Profitable Advertising* is a special railway and summer resort issue, and beautiful from a typographical standpoint. It contains a mass of interesting matter; although PRINTERS' INK notes the curious fact that the advertising stories of three-fourths of the railways whose advertising methods are described have already been in the Little Schoolmaster. That fact, however, does not detract from the excellence of PRINTERS' INK's Boston baby.

ON June 6th the J. C. Ayer Company offered Rudyard Kipling \$1,000 for a poem of eight lines, two stanzas. The poem was to have appeared in the forthcoming Ayer's 20th Century Book. On June 15th Mr. Kipling positively refused. If the poem had utilized fifty words, the offer of the Ayer Company was at the rate of \$20 a word, and if the average word consisted of five letters (for Kipling is fonder of short Saxon than of lengthy Latin) the offer was at the rate of \$4 a letter.

THE J. C. Ayer Company, of Lowell, Mass., will soon issue Ayer's Twentieth Century Book and Almanac, which, unlike previous issues, will be an elaborate publication and be sold instead of given to the public. Two million copies will be issued, and advertisers are offered space under two distinct propositions. Under the first the advertiser agrees to pay at the rate of sixty cents per page, thirty cents per one-half page, fifteen cents per one-quarter page and seven and a half cents per one-eighth page net, for each thousand of paid circulation proved to him. That is to say, while the company expects to sell 2,000,000 copies, advertisers will be asked to pay for insertions only in the actual number of copies sold. The rates make a page in a 2,000,000 edition cost \$1,200. The second proposition makes an offer of \$600 per page or smaller spaces at proportionate prices, which the advertiser agrees to pay for the entire edition, without reference to the number of copies that may be sold. It will be interesting to learn which plan gets the most responses.

JUSTICE GILDERSLEEVE in the Supreme Court yesterday granted a fireworks company a temporary injunction restraining the Manhattan Railway Advertising Company from taking down from their stations a poster bearing a picture of "Electra," which was objected to by Anthony Comstock as being immoral. "Electra" was clothed in a diaphanous robe, treading on the old-style fireworks, and igniting an electric display. As soon as the pictures were placed in the elevated stations Anthony Comstock complained that they infringed Section 317 of the Penal Code, which provides that it is a misdemeanor to expose "any obscene, lewd, filthy, indecent or disgusting picture." Comstock threatened the company with criminal prosecution, and ordered the advertising company to take them down immediately. The latter company obeyed his orders, when the fireworks corporation applied for an injunction. The picture is a copy of a drawing which appeared a year ago in *London Punch*. Justice Gildersleeve says: "The picture is the figure of a woman clad in scanty covering in the conventional draperies usually represented in works of art, and there is no indecent exposure, and the picture can not be said to be lewd or unchaste. I think no fair-minded person can look upon this picture and say that it has any objectionable features which the Penal Code was enacted to suppress. The object of the law is to protect public morals and to guard the community against contamination and pollution arising from the display of obscene, lewd and indecent pictures." —*N.Y. News*, June 25.

It is a good thing that we have sensible judges on the bench or men of the Anthony Comstock breed would prevent advertisers from ever using anything artistic on the ground that it is lewd or indecent. People whose moral sensibilities take fright so easily do not appear to recognize that "to the pure all things are pure"; to them the human body is a thing to be ashamed of, and certain parts of it, which the Creator did not think it immoral to create, they think it almost immoral to possess. In their view, the Creator probably blindfolded himself while creating those portions.

#### TRADE JOURNALS.

HENRY E. ROGERS,  
Manufacturer of Press Paper.  
So. MANCHESTER, Conn., June 26, 1899.  
Editor of PRINTERS' INK:

Will you please give me the address of the leading trade journals in the following trades, Woolen Mill Trade, Manufacturing Fertilizer Trade and Leather and Tannery Trade? Thanking you for same, I remain, Yours truly,

HENRY E. ROGERS,  
Per A. E. Rogers.

The American Newspaper Directory, issued by Geo. P. Rowell & Co., 10 Spruce street, New York, at \$5 per copy, contains a list of all trade publications having a circulation in excess of one thousand copies per issue. Under the heading of "Dry Goods, Fancy Goods and Notions, Gloves and Silks" are mentioned of "Woolen Mill Trade" papers: *Fibre & Fabric*,

of Boston, *Textile World* of Boston and *Textile America* of New York; of journals devoted to "manufacturing fertilizer trade" none are listed, and we doubt whether the subject is ever given attention except in regular agricultural journals. Under "Leather, Boots and Shoes, Harness, Tanning and Trunks" a number of periodicals are given. Of these *Superintendent and Foreman* of Boston, *Hide and Leather* of Chicago, and *Live Stock and Butchers' Gazette and Hide, Wool, Leather and Finance Review* of San Francisco will probably be what you are after.

### SPANISH-AMERICAN NEWS-PAPERS.

Office of

"THE SUNDAY FREE PRESS,"  
SCRANTON, Pa., June 26, 1899.

*Editor of PRINTERS' INK:*

Will you kindly inform me where I could obtain a list of Spanish-American newspapers; that is, those of South and Central America? Is there a directory of South American newspapers? Respectfully,

FREDERICK R. JONES.

The Spanish-American Newspaper Company, 136 Liberty street, New York City, issues at one dollar a copy a directory of Spanish-American periodicals having over 500 circulation. All information concerning them is given, save the circulation for the "key," to which one must expend four dollars more.

### THE ADVERTISING BEGINNER.

PURINA MILLS,

Robinson-Danforth Co., Proprietors.

ST. LOUIS, Mo., June 28, 1899.

*Editor of PRINTERS' INK:*

The new head of our advertising department, although he has had but limited experience in the advertising field, is a man of strong business qualities and untiring energy. He has shown himself able to master the business proposition in the past, and we have no doubt but that in time he will become a good advertising man. He is a great student and desires that we map out a course of study for him in the advertising field. What would you recommend to us? We know that you are competent to put us in touch with the best advertising books, periodicals, etc., and we feel sure you can give us just the information that we desire. Any advice from you will be greatly appreciated. Very truly yours,

PURINA MILLS,

W. H. Danforth, President.

Advertising is not a science, but an art, and like all arts, is subject to no hard and fast rules; in fact, to succeed in it, one must aim to make one's announcements as different as possible from others, that they may stand out on the printed page. Perhaps the greatest desideratum for an advertising

man is a knowledge of human nature; an intuitive perception, as it were, of what will and what will not influence his kind. Equipped with this, he is likely to produce advertisements that, while they may violate every theory of other successful advertisers, yet influence effectively the public to whom they are addressed. A knowledge of mediums is also a necessity; but this is something that can be secured only by experience. Where the advertising man lacks such knowledge he will find a good advertising agent of benefit.

While advertising can not be learned from books, they may prove a great help to the learner. A study of PRINTERS' INK will give a knowledge of the theories and plans of other advertisers which can not be obtained elsewhere. The discussions in this paper of advertising problems are calculated to make every reader a better advertiser. The aim of the publishers is to make the Little Schoolmaster not only complete in its own departments, but a veritable "review of reviews" of the best that appears in other advertising journals, so that one who studies it carefully will get a comprehensive view of the entire advertising field. Of books on advertising, "Fowler's Publicity," written by Nathaniel C. Fowler, Jr., of Boston, is the best; "Good Advertising," by Charles Austin Bates, of New York, is also likely to prove of help; the American Newspaper Directory is, of course, indispensable.

Everything that an advertising man knows will at some time prove of benefit to him; the better business man he is, the better advertising man he will be, for after all, advertising is a branch of business, and no matter how skillful and attractive the advertising may be, if the business that it represents is not conducted on sound commercial principles, good advertising will not save it. And to conclude, it is far more necessary that the advertising man should have common sense and good judgment, than that he should have an extensive knowledge of advertising theories; for as PRINTERS' INK has once already remarked, everything about advertising can be taught except the common sense that is necessary to make it a success. Without good judgment, all the technical knowledge of advertising theories and methods that a man possesses will be of little value.



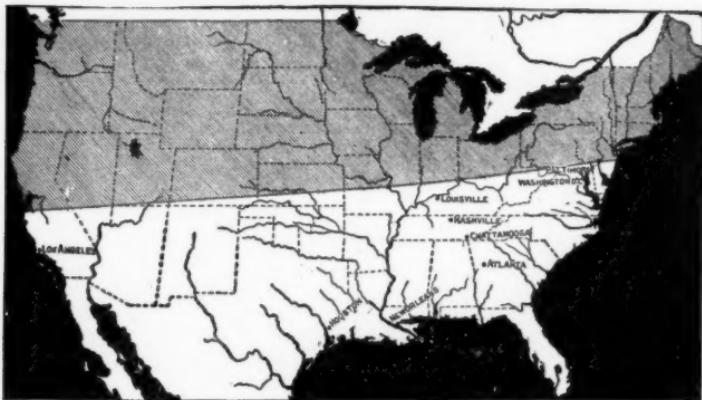
THE PRETTY POSTER THAT ATTRACTED COMSTOCK'S ATTENTION AND ENMITY.  
(SEE PAGE 27.)

#### ATLANTIC CITY PUBLICITY.

A correspondent of PRINTERS' INK writes: Atlantic City has been virtually made by the newspapers. The hotel proprietors there are liberal users of newspaper space; they will use \$500,000 worth this season. Most of these men issue booklets as supplements to their newspaper work, but they all turn down schemes. Mrs. M. E. Hoopes was the pioneer of Atlantic City advertising. At the time she owned the "Traymore," a cottage of some twenty rooms. She spent \$800 the first year in advertising it; she sold it a short time after for \$125,000. She is now the owner of the "Irvington," a house

which keeps well to the front by the same methods which made the "Traymore" famous. The Atlantic City hotel men combine forces in advertising the city, but it is every one for himself when it comes to individual houses. Nearly all the New York, Philadelphia, Baltimore and Washington dailies and many country dailies in Pennsylvania, New Jersey, New York and New England are used. The magazines of large circulation are also favorite mediums. As to results, the hotel men claim that experience has taught them the sure things, and that nothing but war-scares or bad weather can keep the favorite mediums from sending business to Atlantic City.

## THE SOUTHERN SUGAR BOWL.



"**PRINTERS' INK**" OFFERS A STERLING SILVER SUGAR BOWL TO THE NEWSPAPER PUBLISHED SOUTH OF A LINE DRAWN THROUGH SAN FRANCISCO, ST. LOUIS, CINCINNATI AND PHILADELPHIA THAT GIVES AN ADVERTISER BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. THE REGION IN QUESTION IS SHOWN IN WHITE ON THE MAP ABOVE, ON WHICH ARE ALSO INDICATED THE CITIES FROM WHICH IT IS PRESUMED THE WINNER MUST COME.

## ANOTHER COMPETITOR STATES HIS CLAIMS.

Office of

THE TIMES-MIRROR CO.

Guaranteed circulation of the Daily regularly exceeds 23,000.

Paid circulation guaranteed by Advertisers' Guarantee Co., Chicago.

LOS ANGELES, Cal., June 20, 1899.

*Editor of Printers' Ink:*

We have carefully read the various letters which appear in the **PRINTERS' INK** of May 31st, from papers which have either by themselves, or by your publication, been considered eligible to compete for the Sugar Bowl offered to the Southern paper which, quantity and quality of circulation considered, can do advertisers the maximum amount of good for the minimum amount of money.

It is our purpose to demonstrate to you that we should have the Sugar Bowl, and that none of the other fellows are "in it," so to speak.

Our rate for advertising in the daily *Times* is 40 cents an inch for each insertion, and our sworn net daily average circulation for 1898 was 26,131, which makes advertising in the *Times* cost an advertiser at the rate of .001 per line per thousand circulation. This is, we believe, a lower rate in proportion to circulation than that shown by any of the other eligible publications. When it comes to quality of circulation, the *Times* does not have to take a back seat. It is the only paper having a general circulation throughout the Southwest. Our subscription rate is 75 cents per month for the daily and Sunday issue. This being higher than the rate charged by any other Pacific Coast paper, is a guarantee that readers of the paper are of a class who have money to spend with advertisers. We pay more postage on the daily, Sunday and weekly editions of the *Times*, at the Los Angeles post-office every month, than is paid by all other papers published in the city, dailies, weeklies and monthlies combined. For the month of April the *Times* ranked fifth among the papers of the

United States in the volume of advertising carried. As "the proof of the pudding is in the eating," this is evidence that the advertisers of the country generally understand that they get value received when they pay for space in the *Times*. Our sworn average Sunday circulation for 1898 was 33,738 copies, and our charges are 25 per cent higher for space in the Sunday issue. This makes the rate per line per thousand circulation a trifle less per line than the rate is shown to be for the daily. Since we have carefully considered the rates charged by other publishers, as shown in their letters to **PRINTERS' INK**, we have concluded that as our rates are lower than any of the others, they must be less than they ought to be, and we have therefore decided to issue a new card on September 1st, in which our rates will be advanced about 25 per cent. Now all the papers that have presented their figures, and "figures don't lie," when compared with our figures show that the *Times* is giving advertisers the greatest value for their money. You may therefore send the Sugar Bowl prepaid by express to Yours truly,

THE TIMES-MIRROR COMPANY,  
By Harry Chandler, Asst. General Manager.

A rate of forty cents an inch for 26,131 circulation means about one-eighth of a cent per line per one thousand sand circulation, approximately as low as the lowest rates that have thus far been submitted. The Los Angeles *Times* is an excellent paper, as widely known among the advertisers of the East, perhaps, as it is in its own country. It is situated in a prosperous city, the center of a progressive community. In the final decision as to whom the Sugar Bowl should be awarded, the claims of the *Times* will be given due consideration.

## NORFOLK AGAIN.

Office of  
"THE VIRGINIAN-PILOT."  
NORFOLK, Va., July 1, 1899.

*Editor of PRINTERS' INK:*

In your issue of June 28th, commenting on our letter of June 15th you use the following language: "The Advertising Manager of the *Virginian-Pilot* will be constrained to acknowledge that the people who work in mills and factories in Norfolk have not as many wants nor as much money to satisfy them as the people who live in Washington, for instance, and who are in receipt of excellent salaries and permanent positions in the Governmental service."

The inference to be drawn from this is that Norfolk is a community of mill and factory hands, and that in view of this fact is an inferior field for advertising.

The basis of your statement is certainly incorrect. While we rejoice in the fact that the development of our section in the line of manufacturing industries has been rapid, yet poorly paid labor is not a feature here. Norfolk has its full quota of people of means and influence Governmental employees and officers (Navy Yard and Naval Station) and well paid representatives of large corporations, with ample salaries to enable them to gratify their many wants.

Norfolk's population includes every class usually found in a progressive, prosperous city; a large majority of whom are able to live comfortably from their incomes or salaries, and buy and pay for an average amount of the comforts of life. All these classes subscribe to and pay for and advertise in the *Virginian-Pilot*.

If Norfolk were composed chiefly or even solely of "people who work in mills and factories," the conclusion drawn in your comment is a surprise to us, as we have never heard before that a manufacturing town was an inferior advertising field. We have been dealing with general advertisers a good many years, and one of the chief points made by them was that they preferred to place their money in the five manufacturing towns of the East, where thousands of laboring men and women were employed in manufactures; and where large amounts were expended weekly for labor, as this class of thrifty toilers looked carefully after their expenditures, and sought information from their newspapers as to how best to spend their earnings. We submit that it has long been conceded that the rich and persons of large salaries and incomes are not considered by the general advertisers as the most profitable field for advertising; as that class of persons are not usually careful of their expenditures, and not appreciating the necessity for saving, do not take the trouble to scan advertisements for bargains—in the matter of clothing they go to their tailor; in medicine they consult their doctor; in eating they trust to their steward, etc.

It is the great multitude of wage earners who are profitable to advertisers. They look carefully to their daily newspaper for information, and anything which promises to lessen their expenses or promote their comfort or enjoyment, attracts their attention and interests them. "A dollar saved is a dollar made" is a reality to them. In the language of one of the foremost advertising authorities, viz., PRINTERS' INK: "The middle classes—the plain, ordinary people, who spend most of the money that they earn—are the best advertising material."

Very respectfully,

ADVERTISING M'G'R VIRGINIAN-PILOT.  
Norfolk, Va.

## STANDARD BASES.

Office of  
"THE ENTERPRISE."  
LOOGOOTEE, Ind., June 24, 1899.

*Editor of PRINTERS' INK:*

Why doesn't some inventive genius devise a standard base to be used in connection with electrotyped ads and cuts, and save the country publisher especially from the horrors of wooden bases, which are so unsatisfactory in every way? The matter could be set up, but not the cuts. Respectfully,

ARTHUR C. O'BRIAN,  
Editor and Manager.

P. S.—I have read PRINTERS' INK for many years and owe it much in many ways. It is invaluable to the printer and publisher as well as the advertiser.

## ONE MAN'S IDEA.

As to the way in which a retail grocer should advertise such an article as "Grape Nuts" there seems to be a difference of opinion. Some adopt the conundrum method. For several weeks an advertisement appears which reads something like this :

\*\*\*\*\*  
"Grape Nuts?  
What are they?  
Ask Jones, the grocer.  
He'll tell you all about them."  
\*\*\*\*\*

I don't believe in that style of advertising. It is waste of space and money to almost the extent of 100 per cent. How much more sensible is the plain, unvarnished statement like this :

\*\*\*\*\*  
Grape Nuts,  
The New Breakfast Food.  
Made from whole wheat, barley,  
grape sugar, etc.

You can get it at Jones', the  
grocer. Is now the most popular  
breakfast food on the market.

—The Advisor.

## TWO METHODS.

If you have anything that requires constant consumption a good way to advertise it is by small space attractively used in the same position in the paper constantly. It will make people soon become familiar with your goods. If you have anything that when sold completes all further business relations with the purchaser a good way to advertise it is by using large space to draw out of the publication you use quickly all that can be obtained from it.—*Mail Order Journal*.

## FOR WATCH DEALERS.

The great French philosopher, Voltaire, once asked this riddle :

"What is the longest and yet the shortest thing in the world; the swiftest and the most slow; the most divisible and the most extended; the least valued and the most regretted; without which nothing can be done; which devours everything, however small, and yet gives life and spirit to everything, however great?" The answer—TIME.

Ask the riddle in one issue of your daily paper (of course, in connection with your advertisement), and announce that the answer will be given in the next issue—so as to secure attention to your subsequent advertisement. Follow up the answer by calling attention to your time-keepers.—Keystone.

## HISTORY OF THE NEWS-PAPER.

We find it practically impossible to ascertain the date when the newspaper was first conceived. It is probable, however, that it came into existence in its primeval form before the beginning of the Christian era, when news matter relating to the imperial armies of Rome was gathered by military reporters, written by military scribes, and sent to all the commanding generals in every province of the Roman empire, who perused it and transmitted it to the officers and men comprising their forces. This seems to have been the very foundation of the system of news distribution and newspaper circulation. But the oldest existing example of journalism in any form is undoubtedly the *Gazette*, of Pekin, China, which has, according to well-authenticated accounts, appeared daily for more than one thousand years. It does not now differ greatly in appearance, say historians, from what it was in the beginning. It issues a very small edition, its contents being chiefly imperial decrees and official news. Each copy consists of eighteen small pages of reading matter printed on oblong sheets of ragged-edged paper inclosed in yellow covers, stitched at the back, and this description also fitted it hundreds of years ago. This venerable pioneer in the field of daily journalism probably holds the world's record for "beats."

It is to Germany, however, that we must look for the beginning of modern journalism. Here the news pamphlet first came into being before the discovery of America, publishing in the form of letters information and comment concerning the most striking news of the period. A specimen bearing the date of 1495 is said to be still in existence. These news letters were issued during the latter part of the fifteenth century in the cities of Augsburg, Vienna and Nuremberg. Following this rude introduction, a regular newspaper made its appearance in Frankfurter in 1615, bearing the name of the *Journal*, and soon thereafter other aspirants for journalistic honors entered the field. *News Out of Holland* began publication in England in 1619. This was succeeded in 1622 by the *Weekly News*, while the *Courant* was established in 1709, as the first daily in London. The oldest

English newspaper existing at the present day is the *London Times*, which was started as the *London Weekly Gazette* about 1650, was changed to the *Daily Universal Register* in 1785, and became the *Times* in 1788.

It is interesting to note the obstacles successively overcome by journalism before arriving at its present perfection and freedom. We find that in 1712 the British Government imposed a tax of a halfpenny, or one cent, on every newspaper "consisting of one and a half sheets of paper." At the beginning of the reign of George III. this tax was increased to two cents, then in 1766 it was three cents, in 1789 four cents, in 1794 five cents, in 1797 seven cents, and as a climax in 1815 the tax had reached eight cents per copy. The natural result of this was that the price of newspapers to the public soared upward, until in 1815, when the tax was the highest, it cost a man just fourteen cents to enjoy the privilege of perusing the news of the day. At last in 1836 the tax was reduced to two cents, but it was not finally abolished before 1855.

In the United States, Boston, besides being the cradle of liberty, has the distinction of being also the cradle of American journalism. In that city a newspaper attempted to fill a long-felt want as early as 1689, but the government of Massachusetts was not as liberal in its views then as it is now, and this *debutante* in the journalistic field was promptly suppressed. The decree relegating it to an early grave charged it with containing "reflections of a very high nature," although its contents consisted principally of political news. In 1690, undaunted by the fate of its predecessor, *Publick Occurrences* started with a bright future before it, and it, too, was quickly stamped out of existence. These untimely deaths discouraged the establishment of any other newspapers until April 24, 1704, when the *Boston News-Letter* made its appearance, and continued publication until the evacuation of Boston by the British troops. Its demise was due to the fact that it had valiantly espoused the British cause.

The eighteenth century was very prolific of newspapers in the United States. Once started they sprang up in every direction, and at the time the Revolutionary War broke out there were thirty-four in the colonies. Out of them only six are in existence to-day,

while of those started after the war began and during the remainder of the century but twenty-six yet survive.

These scraps from the pages of history are interesting as showing the manner in which the journalism of to-day had its beginning. Born at a time when superstition was rife in the world, engaged in a constant warfare with narrow-minded governments, and compelled to surmount obstacles that were apparently insurmountable, the newspaper struggled on through the various stages of its existence, and to-day it stands triumphant as the most remarkable development of the age. It is a power in the world, and an important factor in promoting and spreading civilization. Without it there would never have been a science of publicity.—*Profitable Advertising*.

### DAILY VS. WEEKLY.

Mr. Geo. P. Rowell once said that country weeklies were a back number, and that a proprietary remedy could not afford to use them in comparison with the greater inducements offered by dailies. We have not forgotten what a storm of criticism from the country publishers centered around the devoted head of "Uncle George." But he was—and is—right. Experience of my own and of others has proven it.

Harry L. Kramer—he of Cascaret and No-To-Bac fame—told me last summer that he couldn't get his money back from a weekly inside of three years. Now what comfort has this declaration for proprietary remedy advertisers of moderate resources?

A weekly paper, for one thing, is too infrequently published, while the daily enables the advertiser to bang away with sledge hammer blows day after day, until, by sheer force of effective work, he carries the day. And by doing this in populous centers of trade, the public demand is not only created, but the dealers are enthused and "loaded" up. Who wants to wait a week nowadays for the continuation of an account of some important battle, or wait that long for the developments of the latest murder or kidnapping case?

There you have it in a nutshell. The daily press will not allow you to forget, for they keep up a constant stream of running fire 365 days in a year. Daily papers reach the home

to a certainty, and their rates are many times cheaper than country weeklies. Any line of merchandise, such as food products or medicines, can reach a new market, and from there the homes, at the lowest cost and in the shortest time by the use of daily papers.

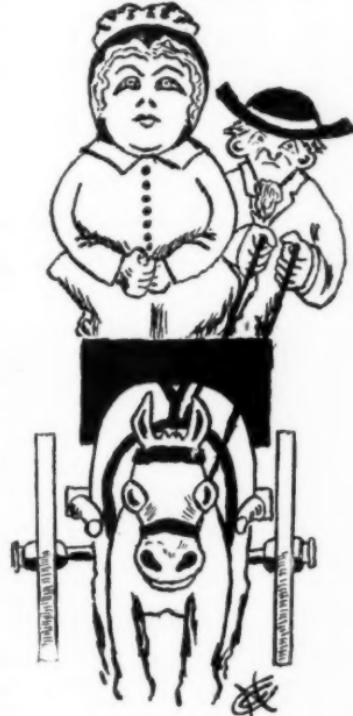
After the country has been covered, the magazines and high-class weeklies will maintain the interest and prove a happy means of cutting down "boom" expense. I except the patent "nostrums," however—for them the daily always holds the greatest value.

—*The Advertising Man.*

### IN THE NEWSPAPER.

An advertisement in a newspaper finds access to the homes of the people. It is not thrown into the waste paper basket or the fire as soon as its character is known, as a majority of handbills and advertising pamphlets are. It is not ignored, or regarded with either aversion or contempt, as posters generally are. It comes to readers with the authority behind it of the journal in which it appears, and it confronts many of them when they have the leisure to consider its terms.—*Rochester (N.Y.) Chronicle.*

### ILLUSTRATED AD.



WANTED: ROOM FOR TWO.

## WORK BROS. & CO. ADVERTISING.

Work Bros. & Co., who have done a prosperous wholesale clothing trade in Chicago for many years, are selling clothes at retail; at the same time they are conducting their regular business by a method certainly different from that of any other manufacturer in Chicago or in the country. Their place is largely dependent upon advertising for its success, and that it is successful is a testimonial to the efficiency of their advertisements. A. S. Work is the man who keeps his finger on the pulse



### Appearance Counts for a Great Deal

in this world of ours—the well-dressed man plucks the richest plums.

For 20 years we have studied the art of dressing men properly. A visit to our Made-to-Order Dept. will convince you that our garments represent everything that the best cutters and workmen can produce, and that our stock of imported woolens is at the least ten times greater than any Chicago tailor's. Your \$50 expensive tailor's suit more than duplicated at----- **\$25**

## Work Bros. & Co.,

*Wholesale Clothing Mfrs.,  
Cor. Jackson Blvd. and Fifth Ave.*

of the business. "While our principal trade is in the line of wholesaling clothing we do a large custom business, and in Chicago we sell at retail," explained Mr. Work.

"Does not your local advertising for retail trade prohibit selling to the big buyers in this market?"

"To a great extent," responded Mr. Work; "but the local wholesale trade is of no value in comparison to the retail business we are getting."

"Then it is possible to draw the buyers more than half a mile from the retail district to your stores?"

"Certainly; they come in constant

succession and they are worth much more than any big orders we might book, were it not for our retailing. You can no longer sell to the big buyers in this market at a profit. They are able to keep stocked up in most lines by buying where there is a pushing necessity for a sale, and we have found that retailing gives us the greater profit in this city.

"That we are able to draw people from State street certainly speaks for the 'goodness' of our advertising. We are great believers in illustrations, and our friends tell us that our ads are original and attractive; we in the store think them very good. They pay us well through the season and we are confident that they would bring us good returns from outside the city, were it not that our line usually reads, 'No goods sold at retail outside of Chicago.'

"Our boys hold the *Daily News* in high favor and we pay to them in the year nearly as much as we do to all the other papers combined. We use them all more or less during the spring and fall, but of the morning issues there is no denying the greater influence of the *Tribune*. No, we don't know its circulation.

"We have been advertising along present lines for about three years, but we have been going in much more heavily in the last two seasons. We shall keep it up as long as the results are as good as they were this spring. Monday is now our big day on wholesale orders from the country at large. Saturday is our big retail day.

"To stimulate our wholesale trade? No, we haven't thought favorably of the Hart, Schaffner and Marx method, nor of that of Kuh, Nathan and Fischer. There is no doubt that both plans have a beneficial effect, but we doubt if the profit or the increase which they bring is equal to the necessary expenditure. 'Good ads?' Yes, that's true; but we'll not invade that field."

H. B. HOWARD.

### GOOD ADVICE.

If you can only advertise in a small way pick out the best paper in your territory and spend all of your advertising money in that. Don't scatter. When your business grows, and you can spend more money, buy more space in the same paper, until you are sure you are using all you profitably can. Then add another paper. I would rather have one good ad than half a dozen poor ones. When "hunting for bear" I would rather take the best gun I had and load it properly, than to scatter my powder in half a dozen poor guns, and so make a "flash in the pan."—Bates.

## THE MAKING OF A MERCHANT.

Under this title Mr. Harlow N. Higinbotham of Chicago is contributing to the *Saturday Evening Post* of Philadelphia a series of three articles. The second, headed "In Business for Himself," is so clear and concise a statement of the principles that underlie business success, that PRINTERS' INK thinks no apology necessary for reprinting it here:

In discussing the entry of a young man into the retail business there are certain things that are so fundamental that they must be taken for granted. Without them there can be no permanent or substantial success in any undertaking. Among these requirements are character, integrity and a fair "business head."

The first rule which a young merchant going into the retail trade should make for himself with heroic determination is that of doing a business consistent with his capital. Failure to observe this rule is the rock on which thousands of promising commercial undertakings have gone to pieces. Whether the capital put into the enterprise be large or small its size should govern the volume of business.

What should we think of an architect who would start a building on a foundation forty feet square and then build without reference to its limitations until the structure completely overhung the underpinning on all sides? Yet this is precisely what thousands of young retail merchants throughout the country are attempting to do. They try to brace up their top-heavy structure with the timbers of fictitious credit. These may hold it in fair weather, but when the period of storm and stress comes—as come it surely will—this false support will come crashing down and the enterprise tumble with it.

My individual conviction is that the only way in which a retail business can be conducted on lines absolutely consistent with its capital is on the cash basis. For this reason I would not advise any young man to make a venture in retail trade on credit lines. It is too much like working in the dark. Almost inevitably the accounts grow beyond your control, and the business structure expands at the top while the foundations weaken.

In certain communities conditions

seem to be such that it is practically impossible for the young merchant to introduce the strictly cash method of doing business. In this event he has but one hope of success—that is, to watch his accounts with a zealous vigilance that never relaxes, and to act with promptness and decision in the matter of credits and collections. This may require a high order of business and moral courage, but he must be able to do it to avoid wreck.

In his dealings with his creditors, the wholesalers, let the young merchant keep firmly to the rule of incurring no obligation that he can not with certainty meet in sixty days. Too much emphasis can not be placed on his connections with the wholesale house or houses from which he obtains his goods. At the very beginning of his venture let him go to the credit man of the wholesale establishment and state his case without reservation.

So thorough and searching are the means employed by the big wholesale houses to obtain an accurate knowledge of the standing and affairs of their debtors, that it is practically hopeless for the latter to attempt any concealment of unfavorable conditions. Again, the credit men of the wholesale sale houses are the keenest men in the business, and their judgment of human nature is quick and shrewd. Then it should be constantly held in mind that the honesty of a patron seeking credit is half the battle, and that their confidence is won by an ingenuous statement of affairs that does not spare the one who is asking for credit.

The first interview of the young retail merchant with the credit man of the wholesale house is sometimes a trying ordeal in which many uncomfortable questions have to be answered. This may incline the beginner in the retail trade to avoid the credit man after the initial interview has been successfully passed. He could make no greater mistake than to allow this association with a disagreeable ordeal to alienate him from a close acquaintance with the credit man. To the contrary, he should improve every opportunity to strengthen and build up a confidential relationship with that important functionary of the wholesale house. Not once, but constantly, should he acquaint the credit man with the real condition of his affairs, and should ask and follow the advice of this counselor on all impor-

tant matters. The more he does this the better will be his standing with the house and the safer will be his course. Advising patrons is one of the most important duties of the credit man. I place great emphasis on this matter because its importance is so often overlooked by young men starting in the retail trade.

Another cardinal point in the success of the retail merchant is that of having a small but frequent influx of new goods. This is founded on a universal trait of human nature which craves "something new." There is a subtle flattery, practically irresistible, in being shown goods that have not been exposed to the eyes of others.

"Here are some of the latest styles," says the retailer as he reaches into a packing-box and takes out a bolt of dress goods. "They have just come in, and no one has seen them. You may have first choice if you wish." This argument seldom fails to effect an immediate sale. And even if it does not do so, the woman to whom this courtesy is shown goes away with the impression that the young merchant is wide awake and thoroughly up with the times.

The dealer who puts in a small stock at the start and keeps constantly adding thereto with fresh but limited invoices has an immense advantage over the tradesman who buys in large quantities and does not freshen his stock for six months at a time. In these days women are the most numerous and important customers of the retailer, and they do not like to see the same old goods. They will trade where they can find something fresh every time they call.

All big businesses have had small beginnings. I do not know an exception to this rule. This means that a successful enterprise must have a normal, substantial and legitimate growth. If a young merchant finds himself in quarters larger than he at first demands, he should change for smaller ones or partition off a portion of his room at the back. The latter is better than attempting to put in a larger stock of goods than his trade really demands or his resources warrant. It is also better judgment than to attempt to "spread" over a large space for the mere purpose of filling up.

While the proprietor should be the first at the store in the morning and the last to leave at night, and should

be always ready to do anything that he would ask his humblest clerk to do, he should always remember that he must do the headwork of the business. He can hire a boy to candle eggs, sweep out and deliver goods, but if he does not do the thinking and planning it will not be done. That is something that the most faithful and conscientious clerk can not do for him. If he allows the physical part of the work so to encroach on his time and energies that he does not find opportunity for a frequent and thoughtful survey of his business, he makes a great and a common mistake. This principle is stated forcibly in the old expression, "Let your head save your heels."

The young merchant who takes time, at regular intervals, to make a close summary and analysis of his accounts, and takes his bearings so that he knows precisely his position on the sea of business, is the man who will succeed. In other words, the mental part of the business is its most important feature. However, I hold that, at more or less frequent intervals, the storekeeper should personally do every task about the establishment for the sake of influence and example.

Let him take the broom from the hand of the boy and show the latter how to "sweep out" without stirring up a dust or leaving dirt in the corners; this will give him added respect in the eyes of the boy, and the store will thereafter be cleaner by reason of the example; and so with every other task, no matter how trivial or humble.

Then the young merchant will do well always to bear in mind that courtesy is the biggest part of his capital. This does not mean that he should be obsequious or fawning, but simply and invariably attentive to all who enter his place of business.

The matter of advertising is not an unimportant detail. In the local newspaper the young retailer may wisely use a limited amount of display advertising space. This will be most advantageously occupied by a simple, dignified and modest announcement of new goods. Like his stock, the subject matter of his advertisement should be kept fresh by constant change. It should also have the individual quality in its wording, form and type—something that expresses the personal good taste of the advertiser.

There is no doubt that a neat circular or folder sent personally to patrons

is a strong method of advertising. Such announcements may be delivered by messenger or distributed through the mails. Best of all is the neat, personal note written to the merchant's best customers, calling attention to fresh arrivals of goods. The spare moments of a young merchant may be put to a far less effective use than this writing of individual advertising letters.

It is scarcely possible to put too much emphasis on attractive window displays. Here, again, the element of constant freshness plays an important part. The displays should be frequently changed, and, while striking, they should never fail to have the quality of good taste. Good statuary, pictures, curios and art objects of every kind may be used to unfailing advantage in dressing windows, and they always command the attention and admiration of women. It pays the enterprising merchant to secure the loan

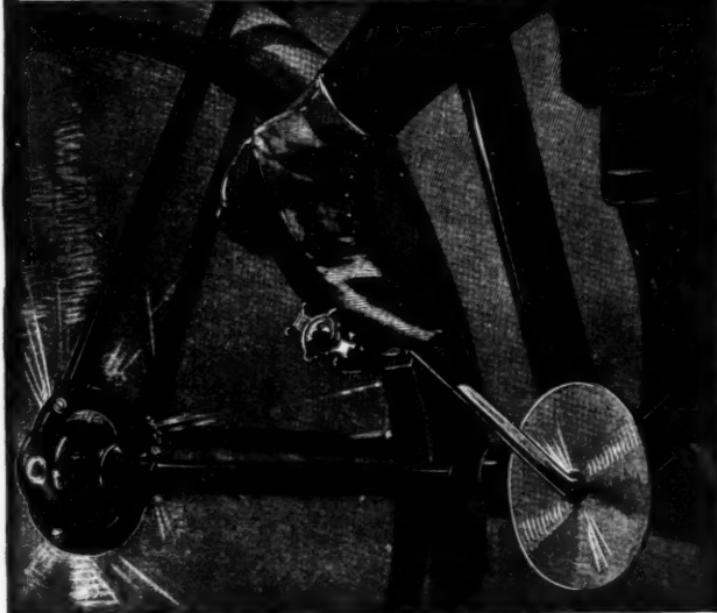
of works of art for this purpose—and they are not difficult to obtain.

In looking after all these details, which are of importance in the general result, the young retailer should not fail to keep a proper perspective of his business as a whole. He should know just where he is sailing and be sure that he is not drifting. In this way he will become a safe pilot, and will bring his enterprise into the harbor of success and independence. And the prosperous retail merchant is a very independent and respected member of the community in this country, where the honest tradesman commands the regard to which he is entitled.

◆◆◆

No fair-minded person can object to municipal regulation of billboards; but no fair-minded person can contend that hoardings are so offensive that they should be entirely abolished.

## ON A COLUMBIA CHAINLESS THERE IS NO WASTE OF ENERGY AT ANY POINT IN THE CRANK REVOLUTION



AN EFFECTIVE ILLUSTRATION.



## AT MANILA

When two hundred and nineteen carloads of Schlitz beer were shipped to Manila, the world wondered. What industry was this that shipped its product by a mile and a half of trains to that remote spot?

Yet that enterprise has been repeated a hundred times over. Wherever civilization has gone, Schlitz beer has followed. Agencies for it have for twenty years been established in many of the farthest parts of the earth.

Schlitz beer has been known in South Africa since the white man first went there. It is shipped in large quantities to the frigid wilds of Siberia. It is advertised in the quaint newspapers of China and Japan. It is the beer of India—the beverage of the Egyptian and the Turk.

It is too little to say that the sun never sets on Schlitz agencies, for it is literally true that it is always noonday at one of them.

By its absolute purity and its quality, Schlitz beer has won and held a conspicuous supremacy everywhere against the competition of the world.

Civilization demands purity, and that demand calls for Schlitz.

**DICTIONARY FREE**—We will send you a 200-page up-to-date Webster Pocket Dictionary, upon receipt of a two-cent stamp to pay postage.

Address, SCHLITZ, Milwaukee, Wis.

AN ORIGINAL BEER AD.

### A CHARACTERISTIC OF GREAT MEN.

"So far as I have encountered them," said a citizen of the world, "a characteristic of great men is that they have time. They are not in a hurry; their work doesn't boss them, but they boss their work. They don't act as if every minute you stayed was valuable time lost to them; they don't fret and fidget. What time they do devote to you appears to be time that they can spare, and take things easy in, and be comfortable. The work seems to be incidental, and it seems as though they could turn to it when the time came and get through it with ease; and they always seem, besides, to have strength in reserve. It is a characteristic of the great man that he has time."—*N. Y. Sun*.

### FOLIO.

**Folio.**—A sheet of paper folded once, or of a size adapted to folding once. 2. A book, periodical or the like composed of sheets folded but once, and so having four pages to the sheet.—*Standard Dictionary*.

### EVIDENCE MULTIPLIES.

Evidence multiplies almost daily that so-called conservative men are conservative no longer. Old established houses who for years have scoffed at advertising are now coming out with up-to-date announcements, striving in every honorable way to retain their old-time prestige and gain as much new preference as possible.—*Advertising Success*.

## A LITTLE SPACE.

A little space—not too little—judiciously cultivated will yield better results in proportion to its cost than a ten-acre lot filled with empty utterances and printers' ingenuity.—*Hardware Dealers' Magazine*.

## ON THE ISLE OF MAN.

The climax of advertising enterprise is probably exhibited by the Advertising Board of the Isle of Man. This body issues gratuitously to all who care to have it, an official guide, voluminous in bulk, comprehensive in scope, and containing a map which is crowded with detail, and shows amongst other features, cycle routes over the island, marked at points where the riders should dismount and also indicating the places where one may continue to ride, but should put on the brake.—*Bradford Observer*.

## IN POMPEII.

The world began to advertise early in its civilized history, and disinterred Pompeii among its ashes gives many examples. The existence and locality of a school was denoted by a pleasing sign representing a boy undergoing a thrashing, a goat stood for the sign of a dairy, and a millstone or sheaf of wheat for that of a baker. The symbols were made of stone or terra cotta set in pilasters at the sides of the buildings, and more explicit announcements were given in tablets affixed to pillars. In Rome the physician proclaimed himself by putting a cupping glass outside his door, the poulticer by a coop of owls and the tavern-keeper by a bush, which, from its omission by certain self-sufficient vintners, gave existence to the proverb, "Good wine needs no bush."

## GEORGIA.

**S**OUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it: 23,000 monthly. Covers South and Southwest. Advertising rates very low.

## TENNESSEE.

**A**DVERTISING at five-sevenths of a cent a line per thousand circulation in leading agricultural paper of the South. FARM AND TRADE, Nashville, Tenn.

## VIRGINIA.

**T**HE VIRGINIAN-PILOT, Norfolk, Va., carries the largest advertising patronage of any Virginia or North Carolina paper. It is recognized at home as the leading paper. Circulation greater than all other Norfolk daily papers combined. RALPH MCKEE, New York Representative, Times Building.

## PRINTERS' INK.

## CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARRATS ADVERTISING AGENCY, Montreal.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for a specified position—1/4 granted. Must be handed in one week in advance.

**WANTED.**—Case of bad health that R·I·P·A·N·S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

## THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or  
H. D. LaCoste, 38 Park Row, New York.

## COLD SHELL RINGS.



Made especially for premium purposes. Send for "Hot Catalogue, containing Cold Facts and Pretty Pictures."

CLARK & COOMBS,  
56 West Exchange St., Providence, R. I.



## COLD SHELL RINGS.

## THE WESTERN WORLD

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, Ill.

Or any Reliable Agent.

## EIGHT PAGES ENOUGH

Your advertisements are lost in a big paper.

# The Springfield (Mass.) Daily News

JUST FILLS THE BILL.

Circulation nearly double that of any other local paper. If you doubt the statement, then please make an investigation on the field and see for yourself.

## CHARITIES

Published weekly, is the organ of the Charity Organization Society of the City of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position. If you wish to sell the Charitable Institutions, Homes, Hospitals, Infirmarys, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in CHARITIES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted. Address,

**WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.**

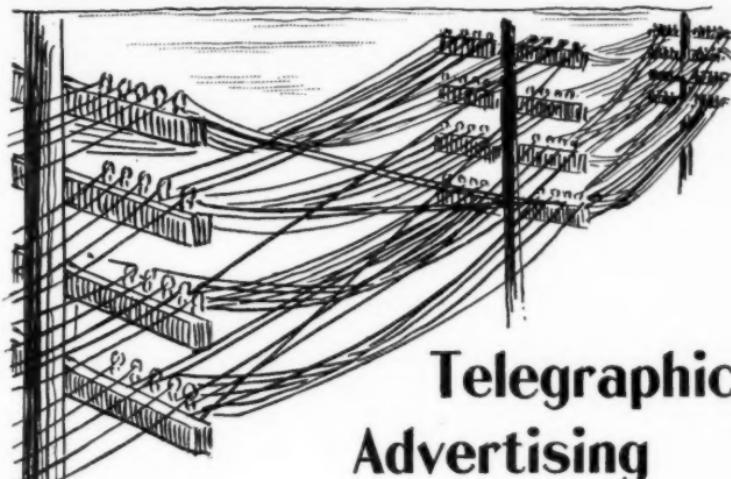
# Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.**



## Telegraphic Advertising

If you have won a law suit over one of your competitors for infringement of patents—making all persons using the article he manufactures liable to suit for damages—

If your annual statement makes a particularly good showing—an evidence of the prosperity of your business—

If your goods were selected in preference to all others by some large concern—

If your goods win a notice of Superior Merit at some exposition or fair—

If your medicine has cured some man of National prominence—

If your State legislature passes a law giving you advantages over manufacturers of similar goods in other States—

If you have anything to say about your business that you want the public all over the United States to know about TO-MORROW—

We will insert your notice in a thousand leading dailies or less throughout the United States and have it appear simultaneously in all of them the next day as a telegraphic news item, without any of the ear-marks of advertising.

For further information about telegraphic advertising address

**The Geo. P. Rowell Advertising Agency,  
10 Spruce Street, New York.**

## Baltimore Newspapers.

In Baltimore there are three morning papers, and practically but one afternoon newspaper. The afternoon paper is

# The Baltimore News

It has a larger circulation in Baltimore than any of the Baltimore morning papers, in fact larger than any publication.

A little study of the character of the people of Baltimore, and some consideration of the substantial qualities of THE BALTIMORE NEWS, their favorite home paper, will shed a great deal of light on the situation, and aid the advertiser in an intelligent disposition of advertising funds.

Advertisers are gradually learning the value of the afternoon newspaper. It goes into the homes and is thoroughly read by the whole family circle. THE BALTIMORE NEWS is still more advantageously situated, being practically the only evening paper in a city of over 600,000 inhabitants.

The daily average circulation of THE BALTIMORE NEWS during June, 1899, was

# 31,839.

For rates, information, etc., address

**M. LEE STARKE,**  
**Manager of Foreign Advertising,**  
**52 Tribune Bldg., New York.**

# ..ADVERTISING..

*Does not always pay, but if it  
is properly placed in the right  
medium it is sure to bring  
satisfactory results. An ad-  
vertisement in the*

# BROOKLYN DAILY EAGLE

*Brooklyn's greatest newspaper  
—the paper which goes into the  
homes of Brooklynites—*

**Is a Good Investment.**

**We charge nothing**  
**for suggestions.**

Let us show you what we have done for others and tell you what we can do for you.

The Gibbs & Williams Co.  
Makers of high-grade lithographed and printed matter for advertisers who know a good thing when they see it.

68 New Chambers St., New York



The two heads that are better than one.

# The Cause--Jonson. The Effect-Ink Trust.

When I started in business in 1894, there was only one newspaper in the country that could buy News ink at 4 cents a lb. This paper consumed nearly two thousand pounds a day, and contracted yearly for its supply. I saw the opportunity to sell it at 4 cents a lb. in 500 lb. barrels and demand cash with the order. My competitors considered me a harmless maniac to attempt such a scheme, but within one year I had touched their pockets so hard that they squealed I was ruining the business. They met my prices, or went below them when necessary, and offered unlimited credit as an inducement. Now they have banded together calling themselves the Federal Ink Co., and, notwithstanding all reports to the contrary, *they will raise prices*. One large manufacturer, now an officer in the trust, recently remarked: "When I first read Printers Ink Jonson's advertisements my hair stood on end, and I exclaimed, 'What is becoming of the ink business?'" He further stated it might have been good for P. I. Jonson, but it certainly was not for the other ink houses. When a combination of manufacturers secure a monopoly, their first thought is to raise prices. If it works satisfactorily they give them another boost and the poor consumers are entirely at their mercy. Send your orders to me and I assure you my prices will always remain the same. Address,

**Printers Ink Jonson, 13 Spruce Street, New York.**

The best informed  
and most trustworthy  
advertising agents  
will tell you to place

The  
**Pittsburg Times**

first on your list for  
Western Pennsylvania,  
Eastern Ohio and West  
Virginia.

**ELEVEN YEARS  
THE LEADER  
IN CIRCULATION.**

**Geo. Krogness,**  
Western Advertising Representative,  
1634 Marquette Building,  
CHICAGO, ILL.

**Perry Lukens, Jr.,**  
Eastern Advertising Representative,  
29 Tribune Building,  
NEW YORK, N.Y.

# Think of Toledo, Ohio

Here's one of the prosperous cities it will do you good to know about. It illustrates the wisdom of our judgment in selecting profitable fields for those who advertise in the Street Cars.

*Toledo* has a population of 85,000.

*Toledo* enjoys 11 steam railroads.

*Toledo* has 724 manufactories, with \$12,-700,372 capital, employing 10,312 people, with monthly payrolls of \$434,537.

*Toledo* is in the natural Gas and Oil section and is an important shipping point for grain, salt, lumber, coal, iron and oil.

*Toledo* has a thorough, up-to-date Street Car service.

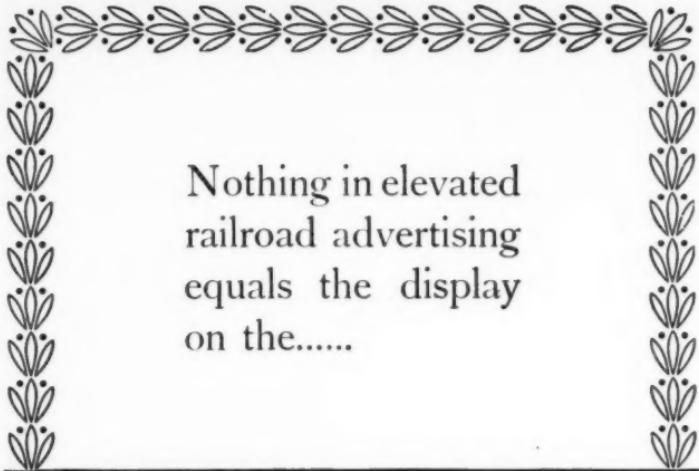
We control the privilege for advertising therein. We'd like to put you in trading touch with Toledo people. May we? A postal and we'll come.

**The Mulford & Petry Company**

WESTERN OFFICES:  
99 WOODWARD AVENUE,  
DETROIT.

EASTERN OFFICE:  
220 BROADWAY,  
NEW YORK.

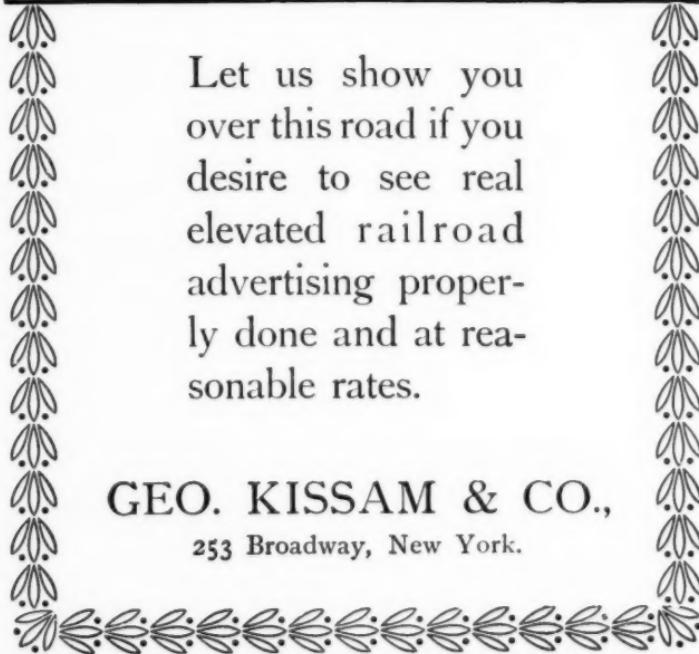
TOLEDO OFFICE: 131 THE NASBY.



Nothing in elevated railroad advertising equals the display on the.....



## Brooklyn "L"



Let us show you over this road if you desire to see real elevated railroad advertising properly done and at reasonable rates.

GEO. KISSAM & CO.,  
253 Broadway, New York.